



Retail Case Study

STC's Business Requirements Assurance for Retail Giant

Our relationship with STC Third Eye has exceeded our expectations. We see STC Third Eye as a key strategic partner for the delivery of our critical project in a short period of time. They deliver complete testing solutions based on their domain expertise and strong technical capabilities. STC Third Eye has helped us to save working capital, reduce inventories and develop customercentric metrics to boost sales and minimize lost sales.

The Customer

The client is India's leading business group caters to the entire Indian consumption space and operates retail outlets all over the nation. They have a nationwide reach and generates turnover of Rupees 1500 Cr and Operates through verticals like: Retail, Capital, Food, Brands, Space, Media and Logistics.

Industry challenges

Over the last few years, the Retail industry has experienced significant changes as a result of:

- Hyper-competition from an over-stored retail environment
- Blurring of channels and segments driven by retailer efforts to increase market share.
- Retail industry is competing for mind share and market share in the global economy.
- Mergers and acquisitions resulting in changing and modifying the software.

Situation

The client wants to implement an ERP solution across multiple locations to gradually introduce additional functionality and additional products and brands. The existing Quality Assurance (QA) team - comprising contractors with non-complementary skills, was unable to solve the coordination and scalability issues in testing the first implementation release. Further, the QA team's responsibility was undefined across all the impacted applications leading to additional complexities. The retailer's requirement, therefore, was for an Independent testing partner who could test the implementation with 100% accuracy and ensure a quick roll out of the implementation.

Solution

STC was chosen as an ideal partner due to its cost-effective Hybrid Delivery Model, domain expertise and a proven testing methodology. This helps the retailer to increase margins, enhance competitiveness and improve relationships across the value chain - from suppliers to consumers. • Master Information module: This module facilitates the management of sales distribution channels and geographical mapping.

- Daily Fax Report Data Entry Module: This is one of the most important points of data entry in the system and at any point of time the system will give the stock level. The user will enter all the major information about dealers, sales personnel, whole sale, retail and free sale information. The system will also calculate the opening stock and closing stock for each variety (a smallest unit of production).
- Inventory Management module concentrates all sales, Sales Return and Goods Movement from one Depot to another Depot. This sales system keeps track of all Depots information and the respective stock levels with respect to Variety, Brand and category.

- Claim Management module checks the inventory and accordingly manages the various claims made by the dealers and approves the Authorized Dealer Claimed amount to respective authorized dealer.
- Security Management: module handling different type of security level mapping administration, User access privileges.
- Incentive Calculations module automatically calculates the Field Force Incentive based on the defined business rules.
- Report module will provide dynamic user flexible wizard based reports to the user.

Areas of Expertise

Supply chain Execution

- Warehouse Management
- Supply chain visibility
- Inventory Management
- Transport Management
- Procurement and Order Management

Supply Chain Planning

- Supplier Relationship Management
- Forecasting & Replenishment
- Distribution Network Planning

Corporate

Merchandise Management

- Category Management
- Space Management
- Open to Buy
- Price and Promotion Management
- Assortment Planning
- Master data Management

Enterprise Management

- Supply chain visibility
- Procurement And Order Management

Stores

Store Management

- Store Accounting
- Display Management
- Store Communication
- POS Integration
- Labor Scheduling

Customers

Customer Relationship Management

- Multi channel integration
- Sales force Automation
- Loyalty Program Management
- Campaign Management
- Sales and Service Self Care

Benefits to client

- Helps retailers to increase margins, enhance competitiveness and improve relationships across the value chain - from suppliers to consumers.
- Improvement in service level
- Qualitative benefits like ease of use of the application and focus on other value-added activities
- Helps to achieve strategic business goals.
- 24/7 support for multiple delivery channels.

About STC

STC ThirdEye Technology (India) Pvt Ltd, is India's largest Independent software testing organization providing End-to-End testing Services We build and operate dedicated India-based testing centers for our customers with the latest computing and data communication technologies, and deliver our services, with high standards of security and confidentiality. Consistent qualities of deliverables under compressed time schedules enable us to get repeat business. We help Fortune 500 ERP, BFSI, Healthcare, Gaming and Telecom solution providers We are ISO 9001:2000 certified organization. For more details, please visit us at www.stcthirdeye.com