



Transforming Global Retail Operations: How Aspire Systems Revolutionized Efficiency for an American Luggage Giant





Challenges

- Outdated systems slowed down operations and growth
- Managing retail in different countries became challenging due to varying regulations and taxes.
- Integrating new retail solutions with existing systems such as ERP, CRM, and OMS proved to be complex.

Solutions

- Implemented Oracle Retail Xstore Suite for in-store
- Integrated Xstore with SAP ERP for master data, synchronized inventory, and sales transactions.
- Connected Xstore with CRM (MAPCLUB) to unify customer profiles and enhance service
- Linked Xstore with OMS (SpeedShop) for efficient order fulfillment, inventory management, and real-time tracking

About the Customer

Our client is an American luggage manufacturer and retailer with annual revenue exceeding USD 950 million. They have a significant global presence, with prominent operations in several Asian countries.

The Need

Our client faced significant challenges due to its outdated and disconnected systems, which made day-to-day operations inefficient and slowed down business growth.

As the company expanded globally, managing retail operations across different countries became increasingly difficult. Each region had its own set of regulations, tax structures, and localization needs, adding complexity to the process.

In addition, integrating new retail solutions with existing systems, such as the ERP (SAP), CRM (MAPCLUB), and OMS (SpeedShop), proved to be a complex task.

These systems needed to work together seamlessly to support our client's growth and improve operational efficiency. Hence, it became imperative for them to get in touch with trusted partners such as Aspire Systems.





- Executed a Big Bang go-live in Indonesia, launching Xstore across all stores (209) simultaneously.
- Continuous (ongoing) support for the rollout in Indonesia and future expansions/ implementation across Asia is in progress.

Aspire's solution in detail

Aspire Systems implemented the Oracle Retail Xstore Suite, using Xstore POS for effective in-store management and Xstore Office for centralized back-office operations. This system was integrated with the client's SAP ERP, for master data, synchronized inventory, and sales transactions.

To enhance customer service, we also integrated Oracle Xstore with the CRM system (MAPCLUB), allowing seamless data flow and unified customer profiles.

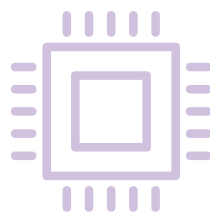
Additionally, we connected the system to the OMS (SpeedShop), streamlining order fulfillment, optimizing inventory, and providing real-time order tracking.

In Indonesia, we launched the new system using a 'Big Bang' go-live approach, deploying Xoffice and Xstore across all stores simultaneously.

This rapid rollout enabled a smooth transition and immediate operational benefits, laying the groundwork for future rollouts across other Asian countries.

We are also providing application support to ensure the successful implementation in Indonesia, with plans for further expansion underway.

Technology Snapshot



- ◆ **Retail Solutions: Oracle Retail Xstore Suite (Xstore POS, Xstore Office)**
- ◆ **ERP: SAP**
- ◆ **CRM: MAPCLUB**
- ◆ **OMS: SpeedShop**



Business Benefits

- Streamlined retail operations across, Indonesia (other countries across Asia are underway), reducing manual tasks and improving inventory and sales accuracy
- Provided a scalable system that replicates the successful Indonesian model in other Asian countries, cutting deployment time and costs.
- Enhanced customer experience with faster checkouts and a new “Earn and Burn” loyalty program, boosting satisfaction and loyalty
- Enabled data-driven decision-making through access to sales, inventory, and customer data
- Improved integration between Oracle Retail, SAP, CRM, and OMS systems, increasing efficiency and reducing manual work



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