



US fashion retailer increases cross-channel sales by 30% with the Oracle Xstore POS v20.0 upgrade and expedites the checkout process on floor by 3X

**About
The Customer**

Our client is a leading US retailer in apparel, accessories and has a strong presence with more than 800 stores across USA and Canada. With nearly 25 years of experience, in catering to music lovers, they sell music-inspired, band-related apparel, accessories and licensed merchandise.



Challenges:

- *Long checkout queues during weekends and holidays*
- *Lack of personalized experience*
- *Higher hardware cost*
- *Missing opportunities to convert leads to sales*

Solution:

- *Initial State: Xstore V20 with "Fixed Register" Mode*
- *Implementation of Oracle Xstore Mobile POS with E-commerce, Payment Integrations went live in just 10 weeks*

Results:

- *Increased cross-channel sales by 30%*
- *Mobile payment - Increased efficiency by 25%*
- *Expedited the checkout process on the floor by 3X*

The Need

Implementing Xstore Mobile POS was an initiative for improving customer experience, creating more opportunity to sell, increasing shop floor space and lowering the cost of ownership when compared to the traditional POS terminals- a low-cost way to serve customers better. With the traditional/fixed registers setup, there was no proper customer interaction on the floor on topics like inventory availability, promotions, and up-sell/cross-sell scenarios.





Aspire's Services

- Aspire systems initiated the project under strict timelines and adopted Agile Project Implementation Methodology
 - A team of functional and technical expertise on Xstore Mobile POS was deployed to address the needs of the client
 - The following tasks were carried out:
 - Implementation of Xstore Mobile Point-of-Service
 - Integration with different third party applications
 - End-to-end Testing
 - Deployment and change management
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Aspire's Solution

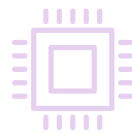
- Xstore mobile was configured and customized to integrate with different third-party applications like
 - Loyalty System
 - Payment Gateway via EFT Link
 - E-commerce application (SFCC)
- Technical leadership and a comprehensive, strategic approach and in-depth subject knowledge were key to making this project a success.
- Aspire developed an e-commerce app solution for web orders that could handle Omni channel scenarios like Buy Online Pick-up in Store (BOPIS), placing orders, scheduling home deliveries and other store pick-ups.
- MPOS was integrated with the barcode scanner device to enhance the customer checkout experience in store.



Architecture Highlights

- » Architected to run on multiple platforms
- » Service calls made over HTTPS, to ensure communication is securely encrypted
- » Shared server/database for both the traditional registers and mobile devices to ensure that the retailer has consistent data and business logic
- » Easy to integrate with payment devices and other peripherals

Technology Snapshot



- » Oracle Retail Xstore Mobile Point –of- Service 20.0
- » Oracle database 12c
- » JDK 1.8
- » IOS 12.3.1





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Aspire did a remarkable job in our implementation of Oracle Retail Xstore Mobile POS system. Their expertise and very talented team in the field of Oracle Retail and Point-of-sale systems clearly reflected in every phase of the project and helped us save on the cost of development and flawless implementation for 400+ stores in a short period. That is a tremendous achievement and one that comes only with consistent service and performance at an exceptional level.

Overall, we had a very positive and enriching experience.

Customer Testimonial ”



Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

For more info contact: info@aspire.com or visit www.aspiresys.com

NORTH AMERICA
+1 630 368 0970

POLAND
+44 203 170 6115

INDIA
+91 44 6740 4000

MIDDLE EAST
+971 50 658 8831

EUROPE
+44 203 170 6115

SINGAPORE
+65 3163 3050