

**SHIELS****GRAHAMS**
Means The World
FINE JEWELLERY SINCE 1932

Jewellery group shines with world-class retail system

Summary

In 2012, Transworld engaged OST to build an end-to-end retail platform to manage their operations, and position them for future expansion.

The OST Retail solution delivered a modern, integrated system that has improved merchandise planning, sourcing and inventory management, while reducing errors and time.

Profits have increased significantly by delivering the right product, at the right time and place.

OST has continued to provide strategic advice and system enhancements such as clienteling that are driving the firm's ongoing growth and success.

Solution

OST Retail solution built on Microsoft Dynamics with added capability specific to retail, incorporating finance, inventory management, warehousing, and retail back office.

Performance Achievements

- One integrated database provides information visibility in real-time
- Superior analytics have vastly improved planning and sourcing
- Better customer service with the right products in the right locations
- Insight to understand customers and predict buying trends
- Ability to implement clienteling for customer-centric retailing

“With a single integrated system that gives us real-time information, we can plan, source and deliver the right product at the right time to the right location, which reflects positively on our bottom line.”

Albert Bensimon
Chairman, Transworld

A winning solution for growth

The Transworld Group is a renowned Australian jewellery specialist that owns the Shiels and Grahams chains, founded in 1948. This successful firm has grown steadily, with retail outlets spanning three states.

OST been a trusted partner to Transworld since 2004, assisting them with business initiatives that have helped them to succeed in the highly competitive Australian jewellery industry. In 2012, Transworld made an evolutionary step and invested in an end-to-end retail system to manage the challenges of a rapidly growing business and changing customer demands.

“We wanted a unified solution that could manage all our operations, and also allow integration of new technologies as we expand and adapt to upcoming trends,” said Albert Bensimon, Chairman, Transworld. “We chose OST as they have extensive retail fashion industry experience, and they understand our business. OST implemented a comprehensive retail management solution that solved our problems, provided new capabilities, and also positioned the company for future expansion.”

One source of truth for retail operations

Now, with one integrated system, all users have one version of what stock is required, with an up to the minute, nation-wide system which assists planners to improve sourcing and inventory, while reducing errors and processing time.

“With the integrity of data we are now confident that we have the correct stock, know its exact location and specific quantities, so that we can replenish as required, which reflects positively on our bottom line,” said Bensimon.

A scalable, highly effective solution

The OST Retail solution enables Transworld to manage all business processes on the one system, including financials, merchandise planning and sourcing, inventory and supply chain management. Mobile devices are being used to perform stock management and warehousing functions.

“The scalability afforded by the system is essential for the future success of the company. The solution is the foundation to enable us to expand our business. We can now react quickly to changing customer demands and industry advances, with ability to add new capabilities as required,” stated Bensimon.

Transworld is rapidly acquiring new customers and increasing sales through their jewellery chain's digital and mobile channels, and implementing a customer-centric clienteling solution, supported by a retail platform that integrates seamlessly with new technologies.



Record of success continues

Transworld's long history of success has been based on building a solid reputation for quality, value and range, as well as being committed to providing customers with the finest jewellery with excellent personalised service.

Focused on continuous improvement in customer satisfaction, Transworld wanted to update their internal processes to continue to be 'best in class' well into the future.

A crucial element in ensuring best practices in retail is the choice of the most appropriate business management solution.

The OST Retail system delivered results beyond expectations, driving efficiencies across the entire enterprise. It also enables executives to plan and deploy developments and enhancements for the future, such as refining the process for stock management.

With a long-term relationship built on trust and confidence, OST continues to deliver strategic advice, solution enhancements and customer-focused technologies to drive growth.

"The scalability afforded by the system is essential for the future success of the company."

Albert Bensimon
Chairman, Transworld

"OST has a wealth of retail fashion experience. They are a good sounding board and provide excellent guidance specific to retail. They understand our business, and have enabled us to quickly adapt to changing industry trends."

Albert Bensimon
Chairman, Transworld

Predictive stock management at its best

"Revenue growth has been boosted with real-time information to predict customers' future needs, and delivering the right product to the right store at the right time," stated Bensimon.

Customer service is vastly improved as shoppers can now find the jewellery that they are looking for in their local store or online, regardless of demographics or time of year.

Cutting-edge capability produces results

The OST Retail solution is built on Microsoft Dynamics with added industry-specific capability, resulting in a system in tune to the challenges and continual changing needs of Transworld's retail jewellery business. It was truly tested when it went live three months before Christmas and proved that it could excel under the pressures of the busy season.

The right solution for future expansion

With the OST Retail solution, Transworld is able to easily plan and deploy developments and enhancements for the future, such as refining the process for stock management, and integrating new technologies to support the company's rapid expansion.

Transworld is now developing a truly omni-channel business, by implementing customer loyalty programs and a new clienteling system that will provide seamless, personalised shopping experiences with integration of product, sales and customer information across all channels.

"OST has a wealth of retail fashion industry experience. They are a good sounding board and provide excellent guidance specific to retail. We are confident going forward that we have secured the best solution to help our business continue to grow," said Bensimon.

Discover more about OST Retail solutions
www.ost.com.au/business-solutions/retail

Open Systems Technology (OST®)
P +618 8110 3800
E retail@ost.com.au

www.ost.com.au