



IBM Customer Reference

Stylo Barratts PLC

Synopsis:

IBM Integrated Technology Services developed and implemented efficient and effective point of sale solution

Location:

Bradford, United Kingdom

Industry:

Retail

Focus Area:

Customer Relationship Management

URL:

<http://www.barratts.co.uk>

Customer Background:

Stylo Barratts sells footwear and accessories - bags, shoe cleaners, etc. It now brings its buying power and 80 years of expertise in the shoe business to the convenience of the Internet. Stylo Barratts has its headquarters in Bardford, West Yorkshire, United Kingdom (UK) and has retail outlets throughout the UK and Northern Ireland.

Business Need:

Stylo Barratts needed to upgrade the Electronic Point of Sale (EPOS) equipment used in its stores because the existing system was using dated technology, and Stylo Barratts needed a modernized system to remain competitive. The existing 9518 cash registers required manual operation; therefore, they could not perform online authorization for credit card payments. This also limited online contact to the head office for data retrieval. Stock price change details needed to be updated more regularly and with greater accuracy.

Stylo Barratts also wanted the opportunity to update its current store layouts and cash desks as the existing desks in most sites could not support the proposed new system. Stylo Barratts' goal was to improve its position in the competitive retail industry by updating its EPOS and back-office system.

Solution:

IBM designed and implemented an EPOS solution that included loading and customizing third party software in an IBM supplier hangar onto IBM 4694 245 cash register units. IBM also tested Stylo Barratts-owned hand held scanners, Minolta Laser Printers, IBM 4610 thermal receipt printers, Best Power UPSs and modems. IBM installation engineers then transported to the solution to individual sites. IBM installation engineers also removed the existing ICL registers and installed the new system. IBM tested all kits and confirmed connectivity to the Stylo Barratts head office.

Benefits of the Solution:

Stylo Barratts now has a more efficient, totally automated system for processing sales, reports, stock management and communication to the individual stores. The new system has also lead to improved stock, financial and customer data capture.