Case Study: Beauty Base (UK)

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Infinity provides platform for growth at Point of Sale

INFINITY
RETAIL MANAGEMENT SYSTEM

About Beauty Base

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Beauty Base, the multi-site beauty retailer, has chosen a new POS system to support its rapid expansion plans. Using Infinity software from Triquestra, integrated to SAP Business One and implemented on Toshiba hardware it is, according to Beauty Base, "the most powerful system around".

Founded in 1973, Beauty Base is a multi-site retailer selling fragrance and beauty products. Their concept is based on open merchandising, allowing customers to self-select rather than relying on interaction with sales staff. With a relatively small surface area - compared in particular to department stores - Beauty Base is able to carry a vast range of product lines while enabling its customers to browse and choose quickly.

A Need for Centralised Management and Control

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As the company began to look at expansion, it became clear that a new POS system would be the key to enabling growth. With each store using a different POS system, centralized management and control was virtually impossible. Extracting management information was time-consuming and prone to human error due to the manual systems used for stock taking and reordering. And because the data used was not real-time, it became out-of-date as fast as it was produced.

"With almost 16,000 products on our database, placing orders manually was incredibly difficult. So much of our management time was spent in store just to analyze our stock", said Oleksiy Podopryhora, Senior IT Executive at Beauty Base.

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"Developed by People Who Really Know Retail"

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After an extensive review of POS systems from around the world, Beauty Base chose Infinity software from Triquestra which is integrated to SAP Business One.

With SAP Business One running the back end and accountancy systems, Infinity provides real-time sales and stock transaction data. This passes seamlessly to the SAP Business One environment which means that live sales and stock data can be accessed by the management team - from anywhere in the world. Furthermore, it provides a powerful management tool to analyze performance data, enabling Beauty Base to respond to trends as they emerge. The level of detail provided is such that any level of report is available at the click of a mouse - from the performance of a particular stock item to the overall sales trend of a product line.

"The highly configurable software ... is easy to use and has obviously been developed by people who really understand retail", said Oleksiy Podopryhora.

A More Streamlined Business

"One of the main benefits of the system is the ease and accuracy with which we can extract management information. This means that our managers have more time to spend on the shop floor - with our staff and our customers. They can focus on service and sales rather than data and reporting", said Jalal Jhamany, Managing Director.

"Our staff are more confident using the new system - and so are we". The scope for manual error has been massively reduced. Rather than undertaking timely and

complex stock counts, the system now auto replenishes and produces purchase orders. In addition, refund fraud has been all but eliminated. By scanning the barcode on the purchase receipt, staff know that the product is refunded at the actual sale price - and that each refund is only made once.

Competitive Edge for Expansion

"The new solution has given us the platform from which we can take our business forward. It is both scalable and affordable. We can see exactly what is going on in each store - at the moment it happens. We believe we have the most powerful system around, one which will ensure that we maintain our competitive edge as we expand".

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