



Beauty Base relies on new EPOS system to provide platform for expansion

Summary

Beauty Base chose Infinity software from **TriquestraUK**, integrated to SAP Business One and implemented on Toshiba hardware as “the most powerful system around” to support its rapid expansion plans.

Company Background

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. They currently have five stores in London and the South East.

The Challenge

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, centralised 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 And because the data used was not real-time, it became out-of-date as fast as it was produced.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 analyse our stock”, said Oleksiy Podopyhora, Senior IT Executive at Beauty Base.

TOSHIBA

 **TRIQUESTRA**
UK

Infinity Case study

The Solution

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, implemented on Toshiba hardware. The all-black Toshiba ST-71 PoS touch screen terminal, with its stylish and sleek design, ease of use and installation made it the ideal hardware platform for **Triquestra** to meet Beauty Base's solution requirement. The full system was installed in their Ealing store in October 2006 (with the other four stores due to go live early this year).

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 analyse 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 and intuitive and robust hardware is easy to use and has obviously been developed by people who really understand retail", said Oleksiy Podopryhora.

Implementation

It was critical to ensure that the installation took place smoothly, particularly in the run up to Christmas, Beauty Base's busiest sales period. The integration of the hardware and software was seamless and Beauty Base was up and running with no interruption to trading. "The team were really responsive", said Oleksiy Podopryhora. "They made sure that our questions were answered quickly and the quality of their response often exceeded our expectations".

In addition, the system is so easy to use at the point of sale that training time was slashed. The Toshiba tills with intuitive layouts and the bright touch screen make it easy for staff to navigate. "The system is really user friendly and it only takes 10 minutes of training to get a member of staff up and running", said John Lynch, Store Manager for Beauty Base in Ealing.

Results

"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 Jhamaney, 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.

"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. The Triquestra / Toshiba solution is also extremely robust, giving us the assurance of long term reliability and low cost of ownership. We believe we have the most powerful system around, one which will ensure that we maintain our competitive edge as we expand".

To find out more about Infinity from Triquestra UK, please contact us on + 44 (0) 1753 823 500 or visit www.triquestrauk.com



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