

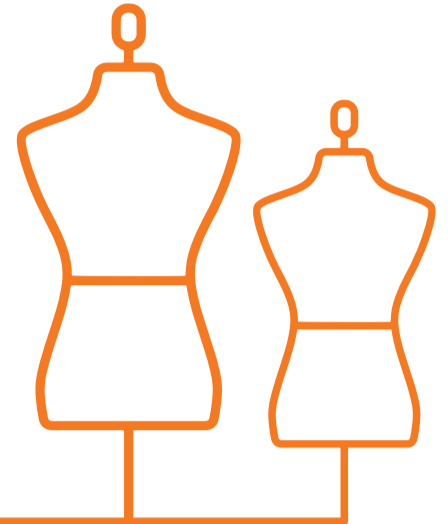


Future Group transforms its retail fashion business with iRetail Suite

Client Overview

Future Group is one of India's retail pioneers with multiple retail formats and connecting community of Indian buyers, sellers and businesses. The collective impact on business is staggering: they have around 400 million walk-in customers annually, and showcase products and services supplied by over 30,000 small, medium and large entrepreneurs and manufacturers from across India.

Future Lifestyle Fashions (FLF) is the flagship fashion business of Future Group, operating more than 300 stores in 90+ cities, through their in-house retail chains (Central and Brand Factory), exclusive brand outlets (EBOs) and other multi-brand outlets (MBOs).



The Challenge

Considering it is a large group of companies with multiple 3rd party integrations, Future Group needed a stable retail management solution that could match up to their speed and support to:

- Improve customer experience on its Point-of-Sale system by preempting issues and executing effective campaigns management
- Replace Tally Shoper with a feature-rich POS system
- Improve customer experience
- Enhance inventory visibility across the brands
- Enable innovation and transformation



The Solution

After a careful study and analysis, the retail giant found Intellect's iRetail to be the best fit with the following key features:

- Fast-Four-Clicks billing solution** for operational efficiency with zero business risk during transition
- Integration framework** to gauge operational performance of supporting applications like SAP, Arvind Internet and out-of-the-box wallets
- Customisation services** approach and global delivery, facilitating special employee discounts on top of an authentication layer
- Customer experience enrichment** and fostering a culture of innovation
- Heavy use of tools** for efficient and hassle-free campaigns (promotions and offers) management with report automation



The Benefits

Following are the key accomplishments since the retail giant went live with iRetail:

<p>100% stock visibility at the Point-of-Sale</p>	<p>Rationalisation of workflows with single implementation of solution across the brands</p>	<p>Automation of discount/promotional schemes across multiple product categories</p>	<p>100% accuracy of data in the Centralised Customer Information Repository</p>
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Our priority was to find a capable technology partner who can match up to our speed and provide a stable solution with proven technology stack. We are a large group of companies with multiple 3rd party integrations and currently expanding even further in retail and other businesses.

Intellect Commerce's iRetail was impeccable in all parameters that we had based our evaluation on, from stability to functionality, robustness, ability to integrate in heterogeneous environment with 3rd party solutions, experience and retail vision

Priyan Nair, CIO – Retail Division, Future Group 

