

## Solution Overview

### Industry

Retail – Clothing store

### Scenario

After more than 80 years in business, The Moderne Ltd. needed a flexible point of sale and retail management system that could grow with the business, both in volume and new types of customer interactions. More immediately, 50% of store space was dedicated to stockrooms and had to be reduced. Management also wanted Web layaways and online sales.

### Company Profile

The Moderne Ltd. is Cork, Ireland's largest, most successful, and trendy clothing store located on the city's busiest retail corner.

### Situation

The Moderne is known for its shrewd purchasing, but Store Operations still showed where money could be saved on stock. Store Operations was soon keeping customer contact and preference records for marketing that electronic cash registers never could have done.

### Software Used

Retail Management System Store Operations

Microsoft® Windows® 2000

Microsoft Small Business Server

## The Moderne Ltd.

After more than 80 years in business, change was needed at the Moderne Ltd., Cork, Ireland's largest, most successful and trendy clothing store on the city's busiest retail corner. Moderne's electronic cash registers worked well enough, but generated no new profit or growth capabilities.

Amagineering Systems Ltd. (ASL) performed expansion consultations in July 2000, then began the search for a high-end retail management system. Moderne plans new stores across Ireland, and the system should expand without balking. More immediately, 50% of store space was dedicated to stockrooms and had to be reduced. Management wanted Web layaways and online sales.

Tom Keane, ASL's president, found Retail Management System Store Operations from Microsoft Business Solutions in August. Ross O'Dowling, Moderne's owner, was encouraged by Store Operations' success story of connecting Volkswagen showrooms throughout Germany. "That told us Store Operations can expand as fast as business realities allow," said O'Dowling.

"Proprietary databases and closed-in systems didn't make the first cut," said Keane. "We went to Microsoft Windows DNA and Microsoft's Small Business Server (SBS) for an integrated, full-featured network solution for data warehousing, OLAP, RAS and marketing. Open standards avoids reinventing the wheels. And it gives a multiplicity of suppliers to bargain with and select from.

"When we saw how it connected and talked to everything, we started immediately getting new ideas that went far beyond our initial plans," said O'Dowling. "Things we thought only the big boys could do started looking possible. Now we've done them."

### More Cash-In per Customer

Moderne's denim department is crucial to store profitability, so it became the launching pad. By September 9 it was running smoothly. Moderne is known for its shrewd purchasing, but Store Operations showed where money could be saved on stock. Store Operations was soon keeping customer contact and preference records for marketing that electronic cash registers never could have done.

Soon new ideas began to be implemented. Store Operations' NetDisplay lets retailers show customers multimedia sales presentations while they wait in line, or at in-store kiosks. "They're a captive audience," points out O'Dowling. "Why not entertain them with something they can buy?"

Customers gather around the NetDisplay kiosk and items featured on its screens "sell like hotcakes." Suppliers demand deals to advertise on it. A 42" plasma screen has been ordered to advertise a new bridal department.

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*Ross O'Dowling, Owner  
The Moderne Ltd.*

#### Saves Time and Money

Operations managers have reorganized a large stockroom and installed a staging area for bar-coding stock. Store Operations' "Bin Location" feature is implemented storewide, printing out "coordinates" on Store Operations-generated price labels so staff can quickly find any item.

Moderne has installed full computer keyboards storewide. This encourages staff to rapidly become comfortable doing a sophisticated stock lookup for an in-store customer or answering an e-mail from a Web customer.

Paper fax communications with suppliers is being phased out in favor of emailing. Generating purchase orders in Store Operations is a key time and money saver, especially when they can be faxed to non-automated suppliers directly from EPOS terminals.

#### New Ways to Market, Promote, and Sell

Moderne's most unusual application is a "digital surveillance" system accessible from the EPOS terminal and switchable to NetDisplay. Eight cameras allow the EPOS operator to watch the store at 10 frames/second! "We also flash these images onto NetDisplay," points out Keane, "which entertains most customers, but intimidates the potential shoplifter."

RAS facilities have let senior management remotely access stock and transaction data, even security camera views. Report speed for even the most complex Store Operations reports generated over a dial-in connection is "awesome."

Moderne installed structured cabling in the main Moderne building feeding a dual processor RAID 5, high-end NT server running SBS 4.5 whose key apps are SQL Server 7, Exchange Server, Proxy Server and Fax Server. There are two Store Operations POS clients (one for the Denim and one for training/development), and three Store Operations Manager clients (one in the stockroom, one for the store operations manager, and one for accounts). The server is running NT 4.0 SP6, and the client PCs run Windows 2000 Professional.

O'Dowling muses about future implementations. Plans include setting up a B2B online wholesale operation to leverage Moderne's extensive European wholesale contacts. Text messages to customers' cell phones are planned.

"And we can always hook up a couple of Webcams in the store so a lady can come in, try on a new outfit, then call her boyfriend and say, 'Find me on The Moderne's Web site. Do you like the blue or the purple?' And he gets to stay home!"

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