



Case Study: Storm

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Infinity provides POS consistency to Storm



About Storm



STORM the London based independent fashion accessories retailer was established in 1989 as a designer, manufacturer and wholesaler of male and female wrist watches. STORM branded products were initially available through a combination of independent stockists and department store concessions. However, due to the success of the original products, STORM quickly expanded its product range which now includes eyewear and jewellery. Meanwhile, STORM has increased the amount of franchise partners, opened a number of wholly owned retail outlets and now exports its highly distinctive products to over 40 countries.

The Challenge



Firstly, the rapid expansion of STORM's high street presence resulted in the retailer inheriting multiple 'legacy' POS systems that failed to provide STORM with consistent management information - resulting in issues with stock control. Secondly, the multiple systems required both retail and head office colleagues spending considerable time either inputting data at a retail level or extracting data for head office reports. Thirdly, issues such as different styles of receipts and guarantees were proving confusing to both customers and employees and were inconsistent with STORM's focus on brand consistency.

STORM decided to seek a POS partner that could offer a single, consistent, scalable and robust POS system that could be applied to all of STORM's retail outlets (both franchised and wholly owned). STORM also required an increase in the productivity of both retail and head office staff by automating many of the inputting functions required to establish accurate stock intelligence. To achieve these objectives, STORM chose Triquestra UK and in particular its 'Infinity' system as its strategic POS partner.



The Solution



Triquesta UK spent a considerable amount of time in understanding the unique challenges that STORM's existing systems and business processes presented. The central objective for STORM was to maximise the amount of time retail colleagues spent with customers by eliminating the need for these key employees to spend time away from the sales floor inputting daily deliveries and stock levels into the existing POS system.

Another key objective for STORM was to have optimum stock levels based upon accurate information to ensure customer demands could be satisfied. Being a fashion accessories retailer requires STORM to devote the maximum amount of space it can to display its merchandise; store rooms containing large amounts of stocks simply do not exist in its traditional store foot-print of between 250 ft² - 350 ft².



It took Triquesta UK a short space of time to customise Infinity to match STORM's requirements. It was decided that a pilot using STORM's flagship store in Manchester would provide the necessary positive evidence to enable STORM to roll out Infinity across all of its UK stores.



Implementation

The installation of Infinity, firstly at STORM's new store in Manchester, demonstrated the systems labour saving capabilities. Infinity uses MS SQL Server technology which automatically updates the stores stock inventory, thus immediately reducing non revenue generating activities.

At STORM's head office, colleagues will be able to see real-time sales and stock reports for over 2000 lines, that will immediately begin to highlight best-selling and slower moving products when compared to STORM's specific business metrics. In terms of staff training, just a single day was required due to Infinity's user-friendly processes.

Infinity also helped STORM to effectively display a number of premium lines such as earrings, where a traditional barcode if attached, would look unsightly and cause frustration to the customer. To ensure future efficiency, Infinity will be used to display an image of the item to the sales colleague to allow them to identify and process the transaction competently.

Results



Ed Lee, IT & Operations Manager at STORM
comments:

"We invested a considerable amount of time in finding a new POS system that provided the full solution and Infinity clearly ticked all the boxes".

He adds:

"It (Infinity) has made us much more productive by reducing the man-hours spent keeping the tills up-to-date and our retail colleagues find the system much easier to use.

We're also now producing much more meaningful management information about our customers, helping us to offer the products that they want."

Ed Lee concludes:

"Infinity has a support team that is very eager to help and to support our business. We are very pleased with how Infinity has performed and are in the process of rolling out the software across all of our locations."



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