

# High-end product for high-end retailer

Multi-site EPoS system for Boden's new fashion outlet JP Boden & Co Ltd is an established player in the fashion/clothing mail order market and, based on their success in this field, decided to open a single retail site in West London. They required a multi till/multi site EPoS system, which could be integrated with their existing in-house systems and would provide a range of functions for the new site, including integrated credit card processing, customer tracking functionality and flexible promotions to match the offers delivered in their published catalogue and web site.

## >> Customised interface

It was essential that the new PoS application operated alongside Boden's in-house software on each till, allowing normal till functionality, and that data could be transferred from one system to another. As such, a core part of the project involved the supply of a customised interface enabling customer and product/price information to pass to ART's new system, and enabling the two systems to work in tandem. An XML.NET based interface was designed as the mechanism for this data change.

A small amount of custom development was also undertaken to enhance the already extensive customer functionality of ART's POS system, allowing Boden to appropriately tag customers and track sales against customers, as well as apply promotions based on customer type.

ART's site-to-site/site-to-HO communications system, Traxs-Link, allowed data to be moved between the new PoS system and Boden's in-house systems, and also between Head Office and shop sites hour by hour, throughout the day.

## >> Partnership

ART is always happy to work in partnership with a client's existing IT department and, in this instance, worked closely with Boden's IT personnel on the specification of the interface. This was then developed by ART.

The new system was tested jointly and, upon acceptance, was installed at the new West London store as joint enterprise between ART and Boden's IT department. At this point, refinements to the Customer/CRM functionality were agreed and delivered in successive releases of the software.

## >> Significant benefits

As a result of the new EPoS system being installed, Boden now enjoys a number of key benefits, significantly improving the efficiency of their new retail endeavour. For example, within minutes of sales data being collected, it can be polled back to Boden HO and pulled in to the in-house systems. Customer data can be collected and updated at the point of sale, and the PoS system can also tap in to Boden's large, existing customer database.

The new system also enables Boden to run shop promotions to match those offered by their mail order operation, ensuring a consistent customer experience at all points in the business. As Boden expands, the system is easily scalable to cope with the opening of further retail outlets.

