

Reebok



Pan-European EPoS Deployment

Reebok International Ltd, headquartered in Canton, Massachusetts in the US, is a leading worldwide designer, marketer and distributor of sports, fitness and casual footwear, apparel and equipment. The global retailer, which turned over \$3.8 billion in 2004, was acquired by sports brand icon adidas in January 2006. It has 45 direct retail stores in Europe, distributed across 10 countries; the UK, Ireland, the Netherlands, Belgium, France, Germany, Austria, Italy, Spain and the Czech Republic.

The Business Issue

Sport and fitness have never been higher on consumer's agenda than today. To capitalise on this, Reebok has an aggressive expansion plan that will see the company open more stores across its key markets.

To speed up the rate at which this could happen, Reebok embarked on a comprehensive global EPoS renewal programme, designed to standardise systems across the international organisation and enable integration with the company's wholesale systems, introducing new efficiencies into the retail operation.

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Our Approach

As the EPoS software being deployed (Store21 from Datavantage) came from the US, Reebok needed a European services partner to manage the rollout of the new systems across all its stores on this side of the Atlantic.

Reebok selected a&o systems to spearhead the project because of its local presence in each of the 10 countries within scope. Reebok needed all of the equipment to be pre-staged, configured and tested and shipped to stores in advance of

the rollout date. The implementation had to be completed out of hours, to ensure no disruption to trading.

a&o appointed a PRINCE2 project manager, a project coordinator and a solutions architect to work directly with Reebok to ensure the smooth and timely delivery of the rollout. a&o assembled the Store21 software and the HP rp5000 point-of-sale hardware systems on which this would run (sourced locally in the UK and the Netherlands), at its warehouse and staging facilities in the UK.

The rollout was completed on time and to budget, despite the aggressive timescales.

Key Benefits

Fast Response from Coordinated Local Support:

Of the three service specialists Reebok approached, only a&o could provide coordinated local support in each of its European markets. Not only did this ensure the fastest possible response and an understanding of regional differences, it also meant a more cost-effective solution, as engineers would not have to travel across Europe, or require accommodation.

Reduced Costs due to "Enablement" of Store Managers:

The colour coding of equipment for each store was developed by Reebok and a&o to eliminate the need to pay for on-site engineers, by enabling store managers to install equipment themselves.

The build and configuration was documented and a 'how to' guide provided with details of the set-up of each EPoS and back-office station.

Minimised Risk due to Comprehensive Staff Training:

Each unit was delivered to the store 1-2 weeks prior to the agreed store rollout date, to enable staff training.

Minimised Risk due to Extensive Planning:

a&o systems conducted store audits prior to the rollout, to further minimise the risk by ensuring that each environment was suitable, and that all power and structured cabling was in place and functioning. The audits proved highly valuable to Reebok, giving the company – for the first time – a clear picture of all the equipment it had in each of its stores. This ensured that no unnecessary products were ordered.

The smooth and rapid rollout was achieved thanks to careful planning, the extensive local resources a&o had at its disposal, and the ability of a&o to respond and adapt quickly to changing requirements as the project unfolded.

Faster, More Accurate Store Replenishment:



With the new, standardised EPoS systems in operation, Reebok is experiencing multiple business benefits. Because its wholesale and retail systems are now closely integrated, the company knows exactly what is on the shelves in each store, so replenishment can be much more responsive. Meanwhile, stores now receive advance notice of deliveries, and can quickly and automatically verify the contents of each box using bar codes.

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Improved Cost Effectiveness from Centralised Support

a&o is now responsible for providing ongoing hardware support for the HP EPoS hardware, and peripherals such as scanners and printers, which it will provide through a centralised helpdesk. As well as being highly cost-efficient, this means store managers have a single point of contact for any problems.

Solutions Implemented

-  Dynamic Services
-  Network Optimisation
-  Workspace Productivity

Services Featured

- > Hardware procurement
- > Retail store audits
- > Asset management
- > Staging of POS and back-office retail systems
- > Installation of the systems in 45 stores across EMEA
- > Central stockholding and management
- > Project management
- > Outbound and return logistics
- > Ongoing support and maintenance
- > Onsite support
- > Service delivery management
- > Vendor warranty management

Technology Featured

- > HP rp5000 servers / 1530 monitors
- > Lexmark x215 printers
- > SL3000 cashdraw & inserts
- > Zebra LP2844 label printers
- > Symbol LS2208 POS barcode scanner
- > Epson receipt printers
- > Modem UK Robotics
- > Netgear switch
- > Symbol handheld pocket PC PPT8800 for stock management
- > Wireless access points

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To find out how we could help your business achieve significant efficiencies contact us today.

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