CASE STUDY

RETAIL & WHOLESALE

INDUSTRY NEWS

Orlansoft
Systemize. Integrate. Optimize.

It's not just a POS and inventory System.

The new Retail & Warehouse Management System must integrate and optimize our business processes at Head Office, Distribution Centers and all Stores.

The new system should be easy to replicate to new stores for business coverage expansion

Project Manager for New System deployment
PT Central RezekI Cold Storage

THE COMPANY

Rezeki Fresh Market (REZEKI) was established on 19 January 1995 and has become one of the best retail stores which provide fresh fruits, Import or local foods and beverages, and household products.

In almost two decades, REZEKI has successfully evolved to fulfill dynamic market requirements and grab global business opportunities.

REZEKI's mission is to provide the highest quality product for customers. REZEKI always discovers customer's preferences and meets customer's expectations.

REZEKI is proud of its reputation for quality, innovation and Corporate Governance. REZEKI's quality is reflected in the products. In REZEKI, We believe that fruits and vegetables should be fresh, natural, no artificial flavoring, sweetener, coloring or preservative. It is the best product to consume for customers who are aware about the importance of a healthy lifestyle.

Until the end of 2017, REZEKI has 7 outlets for Jakarta and surrounding areas. They are located at Hayam Wuruk, Pluit, Puri Indah, Greenville, Karawaci, BSD Serpong, and Pantai Indah Kapuk.

THE CHALLENGES

The first challenge is how to standardize the product code and product classification for a more accurate analysis report of sales per product group, easier inter-department communication and accommodate system integration with scales (available in the previous system) for "fresh food" products.

The second challenge is how to optimize business processes at the DC (Distribution Centers). Replenishment Order process from stores to Distribution Center should be available in the system and easily monitored whether the status has been sent from the warehouse, still in transit, or has been received at the store. The process of picking goods at DC also needs to refer to nearest expiry date.

The third challenge is the need of features to accommodate central procurement policy for all products (except fresh food) from the head office and support Goods Receipt process at DC. There are settings in the system to enable users at the Store which can only create purchase transactions for "fresh food" products.

Better customer service is **the fourth challenge**. Membership features should be integrated with the "Point Reward" and "Discount Voucher" features. The sales return transaction must automatically create a cash voucher that can be directly used for payment in the next transaction. POS cashier should always be ready to use for transactions with customers even when the System is offline (lost connection to server). This functionality must also be applicable to sales transaction of "fresh food" products that have more frequent price changes on the same day and data integration from scales. Centralized Sales price, discount and promotion strategies must be set from the Head office, which still can accommodate some personalized promotions at each store for "fresh food" products. Promo settings must be able to accommodate multiple simultaneous promotion programs such as: extra discount, payment discounts for specific credit card, member discount, item bonus promo, etc.

The System must have an automatic calculation of product cost feature for product bundling such as: assembling some parcels.

Users at the head office must have real-time information on the POS cashier status from all stores. **The fifth challenge** is to provide an up-to-date and accurate sales reports for any POS cashier that has a complete closing shift. The process of maintenance and troubleshooting of the system must be accomplished from the head office. The System must be easy to be replicated by REZEKI's key users for a faster roll-out to new stores. The system should also have a report generator for REZEKI's IT team to develop some analysis reports in the future.

The sixth challenge is to accelerate the process of receiving supplier's invoices at the head office to provide an up-to-date Account Payable Aging Report and "Payment Cycle" feature to facilitate the accurate and faster payment preparation process in the System.

The Last challenge is Accounting Closing Period for all transactions at the stores, Distribution Centers and head office. Closing Period must be executed by the Accounting team at the head office to provide the Consolidated Financial Statement.

Orlansoft has brought the expertise in retail and wholesale industry that help us to integrate business processes at all stores and distribution centers into a single system with real-time information.

Accounting Manager
PT Central Rezeki Cold Storage

ORLANSOFT SOLUTIONS

Orlansoft Automatic Item ID provides an easy product code standardization and has been equipped with a barcode that can be used as a barcode from suppliers or as a barcode for "fresh food" products. Segments of product code can be made from a combination of Item group, item category and item brand to facilitate accurate sales analysis reports. Item ID (product code) will be used as a single identification for all users in the purchasing, warehouse, store, and accounting departments.

Orlansoft Replenishment Order is a request to replenish from Distribution Center to the Store which is equipped with Intersite transfer transaction at DC and Intersite receipt transaction at the Stores. Auto lot ID in purchase receipt transaction, is the reference of the lot tracking process within the next transactions. Auto suggested location with rack capacity allocation provides an easier put-away process for every purchase receipt transaction in DC.

Orlansoft Purchase Order for multiple sites provides an easier process for head office users to create purchase order transactions for multiple stores in a single screen. Orlansoft Approval Set provides transaction authorization settings in accordance with the policies provided by REZEKI. **Limited access of item by item group and category** simplifies the set up for users in the store to only be able to have access for "fresh food" products when creating purchase order transactions.

Membership feature in the master customer can be integrated with Promotion feature to provide promotion execution at REZEKI. Orlansoft Point provides facilities for automatic calculation of reward points on each product, product group or customer group that is equipped with "**Point Redemption**" transactions for customers to get merchandise or cash vouchers. **Orlansoft Voucher** facilitates the issuing process, and print cash vouchers with the desired denominations. Cash vouchers can only be used as payment at POS Cashier, when POS Station is connected to the server.

Orlansoft Point of Sale has an auto online / offline feature with automatic background synchronization. That way, the cashier in the store will still be able to make transactions to serve customers even when the POS machine is not connected to the server. Orlansoft Point of Sale will apply the latest selling price from the scales for fresh food products even when POS Station is offline. The closing status of each POS cashier will be automatically synchronized to the Server when the User closes station shift on each POS Station.

Orlansoft ERP web-edition helps REZEKI's IT team to perform maintenance or troubleshooting only at the Application and Database Servers. Crystal report as report generator in Orlansoft ERP assists REZEKI's IT team to modify existing report templates or to create new reports.

Orlansoft Price & Promo management provides an easy set up a combination promo discount and/or bonus of a complete item. Promo can be arranged from the head office to be valid in one or several stores. Promos for members, promo vouchers for subsequent transactions for the purchase of certain items with certain quantities are also available. The comprehensive Promotion features at Orlansoft ERP helps REZEKI to execute the marketing strategies.

Orlansoft Purchase Invoice registration provides a supplier invoice receipt feature for all purchase transactions from all Stores at REZEKI's head office. **Orlansoft Payment Run** simplifies the cycle payment process for purchase transactions at all Stores and Distribution Centers with a single payment transaction per supplier from the head office Bank. This simplifies the process of cash flow management at the head office.

Orlansoft System Generated Journal provides an automatic Accounting Journal for all stores, Distribution Centers and Head office transactions into a single screen Journal Summary to assist Accounting users with easier processing of the Accounting Closing Period on a monthly basis. **Orlansoft Financials Report Formatter** provides easy tools to create report templates to generate an Income Statements for each store, and Consolidated Financials Statements.

THE TEAM

REZEKI
- Defined System Requirements
- Technical knowledge of legacy system
- First-Line Support

ORLANSOFT
- Project Management
- Technical Support
- Software Set-Up
- Data Conversion
- End User Training & Implementation
- On-going Software Support

HIGHLIGHTS

COMPANY

Company Name	PT. Central Rezeki Cold Storage (Rezeki Fresh Market)
Industry	Retail

SOLUTION

ORLANSOFT Solutions	Orlansoft ERP & Orlansoft Point of Sale
Sites	Jakarta: Hayam Wuruk, Pluit, Pantai Indah Kapuk, Green Ville, Puri Indah Tangerang: Court Bumi Serpong Damai, Karawaci Office Park
Implementation Time	in 2 months for 1st store Roll-out 6 stores in 1 month
Platform	PC Servers with Microsoft Windows 2012 Server R2 64 bit - OS
Environment	Sybase SQL Anywhere 17.xx database Firefox 6x or higher

RESULTS

- Single data of master customer & product for all users.
- POS system data integration with scales and auto online / off-line features.
- Business process integration at the Head office, Distribution Centers and Stores in a Single System.
- Faster Accounting Closing Period.
- Support faster marketing strategy execution with promotion, reward point, and cash voucher features.

THE RESULTS

Orlansoft ERP and Orlansoft Point of Sale are the best combination of business application software that provides solution for integrated Retail Management System, Warehouse Management System, Inventory Control and Accounting System to all stores, Distribution Centers and the Head office of PT. Central Rezeki Cold Storage.

This solution was successfully implemented within 2 (two) months at the head office, the first Distribution Center and the first store. After that, this solution can be replicated through a roll-out process which is performed independently by REZEKI's Key User team to 6 stores in 1 (one) month.

This solution will help REZEKI's business expansion for more new stores in the future with a fast deployment process.

Story prepared by PT. CENTRAL REZEKI COLD STORAGE, in cooperation with PT. ORLANSOFT DATA SYSTEM