Case study:

Born Clothing

How We Helped a Leading Fashion Retailer Implement SAP Customer Checkout and SAP ERP, Integrate Their Various Sales Channels and Improve Overall Business Performance.

The Story:

Born Clothing is an Irish owned company with 24 Retail Branches, 50 ePOS Units and an eCommerce Division. Born Clothing was established in 2009 with the aim of bringing contemporary fashion to their customers. Like all premium fashion Retailers, Born Clothing continuously strive to improve performance and customer experience. To accomplish these goals, Born Clothing knew that they needed to introduce an industry best end-to-end Retail Solution.

The Struggle

Prior to implementing SAP Customer Checkout, Born Clothing was operating on a number of disconnected Retail Platforms including:

• Torex ePOS
• Shopify Plus eCommerce
• Legacy Finance System
• Warehouse Management System

While each of these Platforms was effective within its own data silo, the lack of integration between them led to challenges around providing a unified shopping experience for customers and significant overhead for management around inventory, planning and treasury.

The Strategy

After extensive consultation with Born Clothing, we delivered a Global Best Solution based on SAP ERP, fully integrated with SAP Customer Checkout ePOS and eCommerce.

We deployed:
• SAP ERP
  • Procurement
  • Warehouse Management (inc. Web Order Fulfilment)
  • Financial Control
  • Integrated Business Intelligence
  • CRM

• SAP Customer Checkout
  • Fully integrated with SAP ERP
  • User-friendly and powerful
  • In-store component of overall Omnichannel Strategy

SAP Customer Checkout is the Best of Breed POS Software from SAP, the world leader of Enterprise Software technology.

The Success

TRC (Total Retail Control) Solutions delivered this Omnichannel Retail Platform for our client Born Clothing on time and within budget.

Our 30 years of experience in Retail Technology and close Partnership with SAP empowered us to bring a Global Best Solution to our client. We worked closely with the Born Clothing Team through each of the project stages, namely Solution Scoping and Design, Implementation, User-Acceptance Testing, Training and Go-Live.

Born Clothing fulfil thousands of eCommerce and in-store orders everyday, automatically feeding data into a Unified Retail Platform and streamlining the operation of the entire organisation. This technology enables C-Suite Executives and Senior Management to control day-to-day Retail Operations and make sound data-driven strategic decisions.

The Social Proof

"Since deploying the SAP Retail Solution, we have seen a reduction in 30% of operator overhead in terms of managing the fulfilment and return process for eCommerce orders. Our Senior Management Team can now make data-driven decisions around promotional and merchandising activity. We now enjoy real-time key performance metrics such as stock turn, basket analysis, sales velocity and customer engagement. The effect on the business overall has been transformative."

- Martin Murphy, Retail Director - Born Clothing.

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To understand whether your Retail Business may benefit from our Industry Expertise and Best of Breed SAP Retail Software,

Let's talk.

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