Beymen adds elegance to stores with new retail solution

Beymen reduces maintenance costs with the HP MX10 and HP ElitePad Mobile Retail Solution

Industry
Retail

Objective
Replace devices used by sales representatives with devices that are more cost-efficient and appropriate to the brands' contemporary look

Approach
Move forward with retail devices which can be linked with peripheral devices more conveniently, and which reflect the rapidly changing technological world

IT matters
• Maintenance and operation costs reduced

• Complaints associated with the old equipment dispelled by the new solution

• Easy connection with peripheral devices achieved

Business matters
• Enhancement of aesthetic appeal of the stores

• Increased staff productivity

• Business continuity ensured

• Long term strategic gains achieved

> **"In moving over to the new devices, we achieved our aesthetic goals, but with these devices, which meet industrial standards and readily accept peripheral devices, we also no longer experience problems with maintenance."**
>
> – Ercan Reisoğlu, operations and software support manager, Beymen

Integrated and stylish device

In order to facilitate the integration of its sales representatives' advance and in-store sales, Beymen, a leader in the retail world which hosts more than 400 world brands, required devices which matched its aesthetic vision inspired by rapidly changing technology. Beymen turned to the HP MX10 and HP ElitePad Mobile Retail Solution. It thus achieved a cost advantage with products that perfectly fit into its stylish stores.

Challenge

The need for more aesthetically pleasing devices

Beymen has been a leading player since 1971, not only in the Turkish fashion sector, but also in the world luxury retail sector. Today Beymen Mağazacılık A.Ş. (Beymen Retail S.A.) operates a total of 70 stores representing and serving a range of retailing philosophies across 25 of Turkey's provinces. As Beymen Multibrand Stores, Beymen Club, and Beymen Blender, the Beymen operation hosts monobrand boutiques such as Tod's, Dior, Dolce & Gabbana, Bottega Veneta, Celine, Christian Louboutin, Jimmy Choo and Etro.

Beymen carries more than 400 brands, but its own collections are recognised as among the world's finest. Beymen's approach to customer relations and its customer satisfaction policies set an example not only within its own sector but to other sectors too. Beymen wanted to use devices which were in harmony with its aesthetic vision inspired by rapidly changing technology in order to achieve integration of its sales representatives and increasing in-store sales. The company also aimed to avoid incompatibilities when integrating new technologies with these devices, which can also be used as kiosks.

To solve this problem, Beymen, examined the market and then, following a study carried out with Viva Information Technologies, decided on the HP MX10 and HP ElitePad Mobile Retail Solution. Beymen information systems director Arif Kula outlines the project: "We at Beymen set out with the aim of using devices which matched our contemporary aesthetic, in order to complement our style. We were looking for a solution to reduce maintenance which was having negative financial effects in terms of time and effort, including interruption of service. Compared with the alternatives, the HP MX10 and HP ElitePad recommended by Viva Information Technologies attracted our attention with its stylish design. Another important feature of the product was the fact that it could be used as both a kiosk and a till."

Solution

Multiple requirements met with a single device

It was important for Beymen, which wanted to move forward with aesthetically pleasing technology, that these new products could easily be connected to peripheral devices. The HP ElitePad Mobile Retail Solution was aesthetically pleasing, and also included a QR code and MSR reader. Beymen was attracted by the fact that it could be developed with a docking station, and also that peripheral units could be connected.

Having decided to implement the HP MX10 and HP ElitePad Mobile Retail Solution in consultation with HP specialist business partner Viva Information Technologies, Beymen established a five-person team. During the first step of the project, rather than replace all the devices at once, Beymen introduced the devices in its newly opened stores, and also in stores that were more than 10 years old. The company received good feedback from users on these products and in 2015 it replaced 160 devices with the HP MX10 and HP ElitePad Mobile Retail Solution, and in 2016 had replaced 60 devices by February alone.

Retail environments can vary, and their requirements can vary too, this is why HP developed its MX10 and ElitePad Mobile Retail Solution to be versatile. This product can be used on the move or as a fixed Point of Sale (POS) device. The HP Retail Expansion dock, developed for the HP ElitePad, can also be connected. The device is powered by a quad core Intel® processor with 4GB of memory, and third party payment devices such as MSR, EMV and NFC can also be integrated using the Universal PED extension.

Kula says, "We aim to complete the replacement of all our devices by the end of this year. We are already using these products in our newly opened stores."

He adds: "After completion of the replacement devices, Beymen also plans to use the HP MX10 and HP ElitePad products, currently being used for integration of its advance and in-store sales, as a till. The devices will also be used initially in future stores, in Beymen Club stores, as part of the Phoenix project which we have long been planning and will be implemented this year. Our Phoenix project, in which we plan to use these stylish HP solutions, includes a different architecture, a different service approach and technological innovations. Leading global and Turkish brands from various segments will be presented in the same environment with an 'accessible fashion philosophy'.

Benefits

Aesthetic appeal and industrial standard functionality

Beymen operations and software support manager Ercan Reisoğlu comments: "The fact that the HP ElitePad Mobile Retail Solution is an integrated device made our job a lot easier. The on-board card reader meant that we did not have to connect a separate peripheral device, which was very positive for us. Our connectivity issues were minimised. We are excited by the fact that we are moving into the future with more aesthetically pleasing and visually stylish devices. This device brought great benefits in terms of both hardware and software.

Customer at a glance

Hardware
- HP MX10 Retail Solution
- HP ElitePad Mobile Retail Solution

"When a device breaks down, the effort involved in maintenance, and also the fact that we are one device short can result in interruption in our services until it is repaired. With this new solution not only do we have stylish devices, but we have also eliminated the need for constant maintenance and support. This means that by moving to the new devices, we have achieved the aesthetic image we aspired to, with devices which meet industrial standards and present no peripheral device problems. Also, the fact that the devices have a jacket makes the products more resistant if they get dropped," adds Reisoğlu.

"We required stylish devices to match Beymen's aesthetics. Compared with the alternatives, the HP MX10 and HP ElitePad recommended by Viva Information Technologies attracted our attention with its stylish design. Another important feature of the product was the fact that it could be used as both a kiosk and a till."

– Arif Kula, information systems director, Beymen

Reisoğlu expresses the view that these devices will also offer strategic advantages in the long term: "Retailing is about keeping step with our rapidly digitising world. Devices are coming forward which are handy, portable, and easy-to-use, with high capability and which also meet industrial standards. It has become more important that devices must be durable, have a long-life, and do not break when dropped. The HP ElitePad Mobile Retail Solution ensures systematic communication with all of our sales consultants as soon as they enter the store. We are currently using these products to record customer details, to take customer approvals, and for creating orders. But our sales representatives can also track their own turnover with this product, carry out stock queries, and receive information about product details. They can enter changes and respond to customers' requests to look at products. Our sales consultants do not have to go to the computer in the back office, but can do their work out in every aisle. We are getting positive results in terms of speed. A person using this device can carry out all their work with just the one single unit. In terms of our management system, what is really important is how the device works with our own special application. With the consultancy and service provided by HP business partner Viva Information Technologies, adjustment of the MSR and QR code readers was completed without a hitch. Any problems we encountered in project implementation were rapidly resolved with the help of Viva Information Technologies."

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