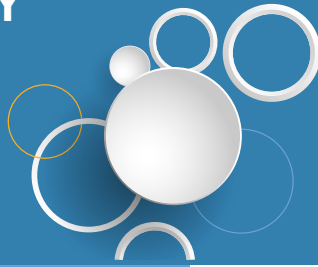


# CASE STUDY

## CALIN



## CALIN S.A. CHOOSES THE ENTERSOFT BUSINESS SUITE AND ENTERSOFT RETAIL SOLUTIONS FOR THE UPGRADE OF ITS INFRASTRUCTURES AND THE AUTOMATION OF ITS PROCEDURES

### Sector

Clothing

### Profile

CALIN S.A. was founded in 1994 and is currently an established retail chain that represents the brands CALZEDONIA, INTIMISSIMI, INTIMISSIMI UOMO, TEZENIS and FALCONERI of CALZEDONIA SPA ITALIA

### Users

86

### Challenge

The organization of the internal structures and the alignment of the stores in a common commercial and pricing policy, as well as data integration in a unified system

### Solution

Entersoft Business Suite  
Entersoft Retail

### Benefits

- Data integration with complete and reliable sales data per store in real-time
- Improved response time to the needs of the points of sale for better service and improvement of the final customer's buying experience

“Our cooperation with Entersoft allowed us to optimize our business structures through a unified platform. It was a strategic choice by CALIN to work with a Microsoft Gold Certified Partner, which led to the adoption and operation of a reliable integrated system which not only fully covers our needs in the retail market but at the same time supports our future plans through powerful tools that are easily extendable and customizable as well as through the included reporting.”

*Dimitris Hatzikipriotis*  
IT Manager, CALIN S.A.

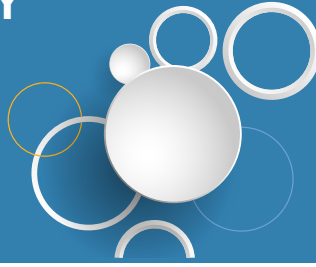
### The Company

CALIN S.A. was founded in 1994 and is currently a major established retail chain of the brands CALZEDONIA, INTIMISSIMI, INTIMISSIMI UOMO, TEZENIS and FALCONERI of CALZEDONIA SPA ITALIA. The CALZEDONIA network has expanded to more than 29 countries, the INTIMISSIMI network in more than 26 countries and the TEZENIS network in 18 countries, with widespread acceptance of both products and brands by the consumer, and a turnover of € 1,666.312,098. There are 63 CALZEDONIA stores in Greece, 55 INTIMISSIMI stores, 3 INTIMISSIMI UOMO stores, 11 TEZENIS stores and 2 FALCONERI stores.

### The Challenge

For CALIN S.A. the organization of the internal structures and the alignment of all the stores (privately owned and franchisees) in a **unified commercial and pricing policy**, with centralized collection and control of financial data of the four business units CALZEDONIA, INTIMISSIMI, TEZENIS and FALCONERI, was the most basic need that initiated the project. At the same time, the **speed and reliability of sales data** in CALIN's information system as well as the immediate updating of the entire sales network by CALIN Italy, led to the need for processes automation and computerization of the retail stores, in order to replace the traditional manual updating process through spreadsheets (excel files), which required, apart from the remote connection, the necessary availability of time and manpower with unavoidable loss of important sales data, and delayed updates and communications with CALIN Italy.

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More specifically, the restrictions and challenges that had to be faced were the following:

- The **employee training** in the stores and central offices as well as the transition from the manual collection and data entry to a structured system with fully automated communication and data exchange
- The **change of traditional structures**, established procedures and company culture for the adoption of modern solutions and the transition from the stand alone operation of every point of sales, to a unified and defined mode of operation
- The implementation of a computerized system for every single store (**150 points of sale**), in combination with the peculiarities of the SKUs (4 commercial identities/color/size), increased the complexity of the project
- The files reception (pricelists, SKUs list, sizes, colors, reception of merchandise, invoices etc) from CALIN Italy in a specific format with structure, content and processing peculiarities, required additional implementation for the proper integration in the information structure of CALIN in order to achieve unhindered and automated data entry, regardless of the reception frequency or volume.

### Description of the solution

Entersoft utilized state of the art technologies and created for CALIN a flexible and integrated information ecosystem through the implementation of combined solutions:

a) **Entersoft Business Suite (EBS)**: a complete, latest technology Business Resources automation system (ERP) with powerful Work Flow tools

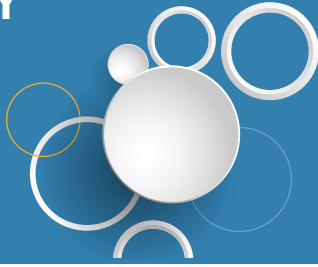
and

b) **Entersoft Retail** for the data transfer automation between headquarters and stores, offering to the network's central management full procedures overview as well as support of specialized hardware with touchscreens, customer screens, card readers, barcode scanners, POS Display, 2nd screen for the promotional activities, tax printers, cash register, traffic logging systems, cameras, cross/up selling suggestions, loyalty schemes and redemption points etc

The aim was first and foremost the **alignment of the business units** in a common mode of operation, but also the unhindered and bidirectional data transfer between CALIN Greece and CALIN Italy. The greatest bet was achieved through the use of "Data Interchange" module which through the unification of different procedure flows, the **real-time reliable data transfer of purchase orders is ensured** (purchase orders, sales data reporting) of the points of sale. Additionally the CALIN Greece central information system automatically updates the respective CALIN Italy information system, without any requirement of time commitment or manpower or use of data transfer external applications that required human intervention. CALIN Italy updates accordingly the CALIN Greece ERP system through an automated procedure of data transfer that includes all the necessary information regarding the SKU files, pricelists, sizes, colors, reception of merchandise, invoices etc. Finally, **a standard import template system of every new franchisee** was created for their quick operational launch as a new partner, therefore increasing implementation complexity.

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CALIN S.A. benefited from the implementation of Entersoft EBS and Entersoft Retail in the following sectors:

### Commercial Organization



- **Extraction of valuable BI reports and interactive dashboards** in real-time, regarding sales profitability per store and commercial unit, expected backorders per SKU, color, size, brand, etc as well as evaluation reports of promotional activities, communication campaigns and market research.  
**Integration** of sales data and profitability **for every brand for every store** (privately owned or franchise)
- **Organization of franchisees in a common operational mode** with a common commercial and pricing policy, equivalent to the proprietary stores with fully updated commercial policies and promotional activities
- **Automation of communication with CALIN Italy without mistakes**, checks and cross-checks

### Inventory



- **Order replenishment proposition** for every single store, based on specific scenarios derived from parameters such as sales history etc as well as inventory update (after the completion of the returns procedure and the credit notes clearance )
- **Inventory accounting reconciliation** according to the dates of the physical inventory status, with minimization of the time required for updates of shortages and surpluses

### Points of sale



- **Modernization of the retail stores** with additional incorporation of coupons, loyalty cards, message exchange among the stores internal merchandise transfers as well as cash register clearance and data entry of small expenses per store (and not altogether by the accounting department)
- Replacement of the procedure of cash returns with the ability of future purchases at the same amount through a "purchase right" unique barcode
- Support of **tax free transactions**, with automated connection with the provider who prints directly the tax free statement
- **Automated clearance of credit cards**
- **Offline connection** ability in case of power failure (failover scenario), for the uninterrupted operation of the retail stores

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### Visible benefits



**Complete, daily, reliable**  
sales data overview per  
store in real-time



**Network update** from back office  
to POS and vice versa, fully  
automated without the need of  
manual remote connection  
or operational problems or  
data loss



**Productivity increase**  
in all points of sale



**Improvement of communication**  
with CALIN Italy through an  
automated dispatch and data entry  
of sales data, for better control  
of the expected invoices



**Stock control** with quick  
and reliable inventory  
reporting



**Decrease of operational cost**  
and minimization of manual  
procedures



**Information diffusion**  
to all the parties involved  
with full visibility



**Monitoring & control**  
of promotional activities



**Rich reporting and**  
**statistical analysis**  
that add value and  
support decisions