



Growing Presence in Asia-Pacific Retail Market

Case study: Alice + Olivia

拓展亞太地區零售市場

Renowned Global Fashion Brand

Launched by Stacey Bendet in 2002, Alice + Olivia is a New York-based brand that allows women to express their personal style with clothing that juxtaposes the whimsical and flirty with the sexy and sophisticated. It is also a Hollywood favorite with celebrity fans including Gwyneth Paltrow, Gigi Hadid, Amal Clooney, etc. The brand's expansion to the Asia-Pacific region has become a hot topic in the clothing industry.

While owning over 50 retail stores around the world, Alice + Olivia planned to expand its presence into major Asia-Pacific markets including Hong Kong, Macau, Mainland China, Singapore and Taiwan in 2019 and 2020. Coping with the operational needs of over 10 new stores starting from September 2019, Alice + Olivia required an integrated point-of-sale (POS) system with Asian local know-how and comprehensive features to realize the rapid rollout. With the successful experience in helping an international retail and distribution transform their retail operations, ChainStorePlus ERM was referred to Alice + Olivia and became its trusted POS system partner for transiting and managing their operations with a reliable enterprise retail management software solution. The reputation of ChainStorePlus lies in its 30-plus years of technical expertise and project experience in serving major retail brands around the globe, covering more than 3,000 retail points in over 20 countries and regions. The latest cloud-based ChainStorePlus running on Microsoft Azure has come as a promising solution for global retailers to grow fast in Asia and international markets without boundaries, earning Alice + Olivia's confidence for a flexible system that is ready to expand together with its retail business.

Flexible Store Operation Management with All-Round POS System

The high flexibility and scalability of ChainStorePlus allowed Alice + Olivia to roll out a number of new stores in multiple countries and cities within a short period of time. Head of Finance & Operation Asia of Alice + Olivia, Ms. Cynthia Wong comments, "I'm very impressed with how much we've been able to get done in such little time and everyone in the ChainStorePlus team played a big part in making that happen." The core system of ChainStorePlus benefits not only the frontline salesforce, but also the store managers, empowering them to efficiently manage various core operations, such as

國際知名時裝品牌

Alice + Olivia 為 Stacey Bendet 旗下的國際服裝品牌，於 2002 年在紐約市場推出，並以細緻、性感、大膽創新的服裝設計表達出女性不同的個人風格，因此該品牌受 Gwyneth Paltrow、Gigi Hadid、Amal Clooney 等一眾荷里活巨星所喜愛，是次亞太區的擴展更成為服裝界的熱話。

於全球銷售網絡擁有 50 多家零售店的 Alice + Olivia，計劃於 2019-2020 年間將零售業務擴展至亞太地區，當中包括香港、澳門、中國內地、新加坡及台灣。從 2019 年 9 月開始，Alice + Olivia 需要一套具備亞洲零售經驗及完善功能的 POS 系統以應付逾 10 家新店的快速擴張。憑藉以往為一家國際級零售與分銷企業升級轉型的成功經驗，ChainStorePlus 獲推薦予 Alice + Olivia，並獲其委託提供一套可靠的企業零售管理軟件方案。ChainStorePlus 擁有 30 多年的專業技術與開發經驗，為眾多享負盛名的跨國零售品牌所信賴，系統應用遍佈全球超過 20 個國家及地區的 3,000 多個銷售點。ChainStorePlus 最新的 Microsoft Azure 整合方案更能協助跨國品牌加快發展亞洲及國際市場，Alice + Olivia 亦期待透過此靈活的雲端管理系統方案，支持其長遠業務拓展。

應用全方位的 POS 系統靈活管理店舖營運

ChainStorePlus 的高度靈活與可延伸應用的特性讓 Alice + Olivia 在短時間內於多個國家及地區開設新店。Alice + Olivia 亞洲財務與運營總監 Ms. Cynthia Wong 表示：「能夠在這麼短的時間內成功為我們的品牌設置全新的 POS 系統實在令人佩服，ChainStorePlus 團隊實在功不可沒。」ChainStorePlus 的核心系統使店舖的前線銷售團隊以及經理同時受益，有效地透過方便易用的集中介面

inventory control, POS administration, online inquiry, management reporting, system health monitoring and user security control, all on just one user-friendly panel by a few clicks

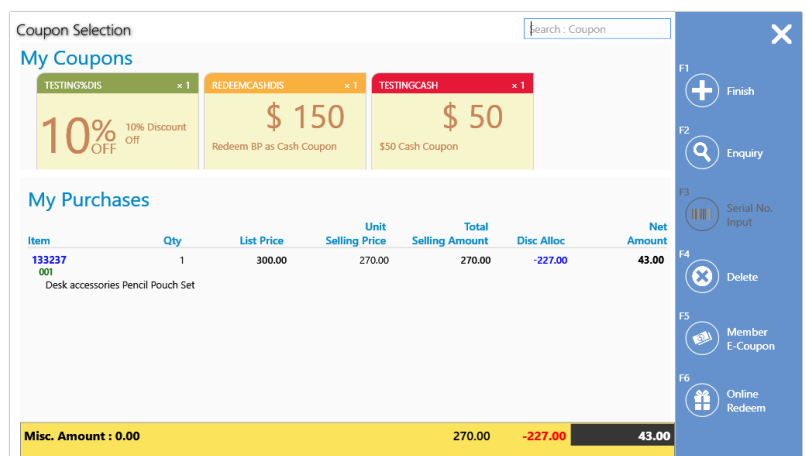
管理各種核心操作，例如庫存控制、POS 管理、線上查閱、管理報告、系統穩定監控及帳戶安全控制等。



Customization to Enhance Customer Loyalty 特製功能提升顧客忠誠度

Alice + Olivia understands customers' instant shopping experience and long-term engagement are the backbone of every retail business, hence has adopted a combination of full-featured modules, such as Customer Loyalty, Promotional Mix & Match Discount and Membership Management. While the Membership Management module enables Alice + Olivia to handle customers' membership type, point collection, renewal and other various membership matters, the Customer Loyalty module streamlines the efforts of Alice + Olivia to maintain good rapport with the valuable customers through recruiting new members, building a centralized customer database and deriving targeted member campaigns. It also automatically records and tracks customers' purchase patterns for better analysis and understanding their buying behaviors.

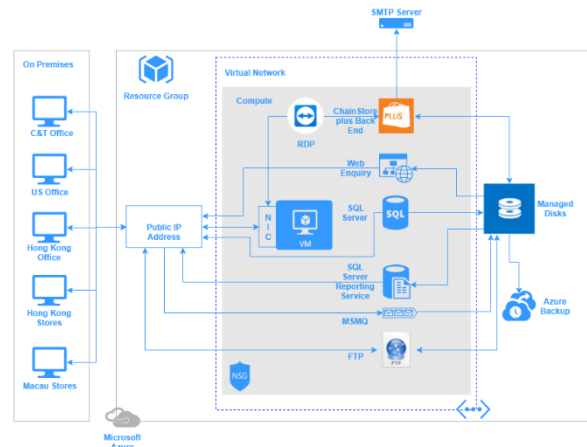
Alice + Olivia 明白顧客的即時購物體驗及至長期參與度皆是各類零售業務的基石，因此在這次的项目中應用了「顧客忠誠」、「促銷折扣」及「會員管理」等全方位模組作深化管理。除了透過 ChainStorePlus 系統內的「會員管理」模組處理顧客的會員類型、獎賞積分、會籍更新及各種相關事項，Alice + Olivia 同時能夠透過「顧客忠誠」模組集中管理與專貴顧客的聯繫，包括為品牌招募新會員、建立中央顧客數據庫及制定針對性會員活動。同時模組讓各分店在銷售過程中自動記錄及追蹤顧客的消費模式，為 Alice + Olivia 提供重要數據以分析了解忠誠顧客的購買行為。



Realizing Efficient Retail Expansion with ChainStorePlus 以 ChainStorePlus 實現快速零售網絡擴展

Within only three months, ChainStorePlus managed to implement a cloud-based POS system with holistic functionality to facilitate smooth in-store operations and deliver premium shopping experience. With this, Alice + Olivia realized its market-responsive expansion with an early rollout in August 2019. In the upcoming future, ChainStorePlus will continue to be endorsed to support Alice + Olivia's plan to scale its fashion retail, helping the international brand to stay competitive in the highly sought-after Asia-Pacific market with a powerful retail management system.

ChainStorePlus 僅以短短三個月的時間交付一套能夠促成順暢店舖運作以及優越購物體驗的完善雲端 POS 系統，讓 Alice + Olivia 能早於 2019 年 8 月全面應用，加快實現拓展亞太地區銷售網絡的計劃。ChainStorePlus 將全力支持 Alice + Olivia 於亞太地區的進一步擴張，通過強大的零售管理系統助該國際品牌在此重要零售市場中保持競爭力。



ChainStorePlus is the flagship enterprise retail management (ERM) software of Computer And Technologies Holdings Limited (C&T). Designed as an integrated retail management platform for global businesses, ChainStorePlus is a premium award-winning software suite that enables retailers to deploy outlets for multiple brands across countries and manage their retail operations with a global perspective. The success of this unique design is proven among its prestigious pool of global customers comprising multinational retail groups, listed companies, leading international brands and prominent brand agencies covering more than 3,000 sales stores in over 20 countries across Asia and Europe. With ChainStorePlus, the POS in the store is no longer a traditional ePOS, but a smart POS with high scalability, mobility and flexibility to transform your way of serving customers.

ChainStorePlus 為科聯系統集團有限公司 (科聯) 旗下企業零售管理旗艦軟件，讓零售商透過一套整合管理方案，以具國際視野的方式拓展多品牌跨國零售業務。其獨特的獲獎設計贏得國際客戶的青睞，當中包括跨國零售集團、上市公司、國際領導品牌及知名品牌代理，覆蓋歐亞地區超過 20 個國家逾 3,000 間零售店舖。ChainStorePlus 將傳統的 ePOS 改造成具高擴展性、流動性及靈活性的 Smart POS，助您營造最佳的方式服務顧客。

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