

**HERE IS A STORY ABOUT
INTEGRATING A UNIFIED
RETAIL MANAGEMENT SYSTEM** —

THE CUSTOMER ---

Rimi Baltic is one of the leading retailers in the Baltic region and operates three chains of 246 different format grocery stores: Rimi supermarkets, Rimi hypermarkets and the discount shops Supernetto and Säästumarket.



THE CHALLENGE ---

Rimi Baltic did not have a unified retail management system. This caused problems not only in sharing data between countries but also in improving and maintaining systems.

The decision was made to install a retail management system established and developed by StrongPoint Baltics. The fact that StrongPoint Baltics provides service and maintenance of all retail management systems in all three Baltic States was a strong argument for Rimi Baltic. Additionally, the suggested retail solution ensured simple and smooth integration with the loyalty management system that was previously implemented at Rimi Baltic.

THE SOLUTION —

Erpo.Store is a modern retail management system that enables real-time and comprehensive management of all store processes. The retail solution allows managing one or more points of sales, stock assortment, pricing, promotion campaigns and discounts and shelf price labels. It also analyses and exports all the data of the POS System operations.

Along with Erpo.Store, the professional POS software Centux was installed and integrated with the retail management system. Centux is known for high reliability, high speed transactions and simple operation.

Rimi Baltic uses a lot of third-party services which had to be managed properly. Therefore, great attention was dedicated to integration. Additionally, cashier workplace ergonomics, operation speed and customers' service efficiency were taken into account.

In parallel with mass installation of the retail management system, StrongPoint Baltics deployed 200 loyalty cards terminals in grocery stores in less than a month.

THE RESULT ---

During the March-November period in 2012 all 246 grocery stores or 1 700 POS terminals were modernised.

After implementation, StrongPoint Baltics continued maintenance, development and update services of software and hardware at all Rimi Baltic grocery stores in the Baltic States.

“At once StrongPoint Baltics in co-operation with Rimi were able to change the back-office system (Erpo.Store), point of sale (Centux), fiscal board (VKPOS02) and integrate them with the existing Rimi architecture - Loyalty system, SAP, department scales, price checkers and etc.

By implementing a harmonized environment, Rimi started to use the most innovative and cost effective retail solution which covers current RIMI demand and has future perspective for new development and functionality according to RIMI needs,”
says Oļegs Gaidučenko, IT Project Manager at RIMI.

STRONGPOINT TRANSFORMS THE WAY RETAILERS DO BUSINESS

StrongPoint is an integrated technology solutions provider specialising in the retail industry. We provide hassle-free and innovative solutions on retailers' terms. All StrongPoint solutions help retailers increase productivity and improve their customers' shopping experience. StrongPoint brings comprehensive experience, advice and support to our customers. StrongPoint is listed on the Oslo Stock Exchange. The company has 570 employees and is headquartered in Norway.

