

Case Study – Printemps

Established in: 1985

Headquarters: Paris

Sector: Trade and Distribution

Turnover in 2012: 1.2 billion euro

Employment in 2012: 2600 employees

Range of Project: Tours – Caen – Brest



PRINTEMPS Group

Printemps is a chain of large stores distributing products of leading manufacturers from fashion, luxury goods and cosmetics industry. The group is also a leader on the market of companies offering wedding wish lists. Printemps owns 21 stores throughout France, the most popular of which is the one located at Haussmann Boulevard in Paris.

Since its establishment, the group has been growing vigorously and due to increased activity, some of the stores decided to reconstruct their IT systems. Within this action, Comarch was selected from among the largest French manufacturers of ERP software to cooperate with stores in Tours, Caen and Brest. Through support provided for company management processes, Comarch ERP meets the expectations and satisfies the needs of those three trading companies of Printemps group.

Baseline situation

The idea of project concerning change of ERP software emerged in Printemps in Tours, however, the actions and solutions offered by Comarch quickly convinced also the stores in Caen and Brest to participate in the project. As a result, many areas were identified within different IT systems used by those three stores, which can be optimized:

- ④ Un-unified IT system consisting of different programs, which entails the necessity to perform burdensome operations and slows down the processing of data
- ④ Numerous, repeatable and not optimized operations, such as daily verification of cash registers' balances with the use of Excel spreadsheets
- ④ Repetitive, tedious manual entering of data within management of sales activity such as, for example, manual registering of payables and reconciling of orders, warehouse release documents and invoices
- ④ Limitations in the use of IT system concerning counting of merchandise – only partial inventories are possible

- ❖ Restricted system for managing registration of payments, providing only the possibility of partial payment
- ❖ Not automated management of warehouse without quality and quantity calculation of current stock levels
- ❖ Lack of correspondence between different purchase budgets and the supply in dependence of obtained turnover volume

Applied solution

In order to solve various problems and optimize business processes in the stores, Printemps chose Comarch ERP software for company management. The goal was to unify management of Printemps stores in Tours, Caen and Brest within one solution. Currently, functionalities provided by Comarch ERP system are used by 50 users in total. The three stores are equipped with over 50 cash registers and are operated by 375 employees previously trained to use them.

Trade activity management offered by Comarch ERP will allow for handling the purchase-sales cycle in Printemps stores, starting from submitting an order to accepting it, through invoicing and applying payments. At the beginning, the current system for payment completion will still be used. It will be associated with Comarch ERP solution in order to sustain continuity of work in stores and later, it will be replaced by Comarch program designed for operating cash registers.

Comarch ERP provides centralized management of warehouse movements as well as maintenance of forecasted stock levels in relation to sales forecast in Printemps stores. Warehouse receipts and releases will be registered manually or with the use of system for scanning barcodes. Optimization delivered by Comarch ERP solution concerns the whole logistic process in the stores.

Unification of the IT system will also cover accounting and finances of the stores. Within the business activity performed by Printemps, the invoicing will be managed with the use of different methods relevant to the company (trade, conditional sales, concession). Management and reconciliation of invoices will also be simplified.

Business Intelligence module, directly integrated with Comarch ERP, delivers additional possibilities in terms of generating reports concerning activity of Printemps stores. Apart from the reports generated in the real-time, delivered by cash register operation program, the stores will have the opportunity to use crosstab reports related to various processes resulting from conducted business activity (purchases, budgets, sold quantities, changes in stock levels, etc.) as well as automatic reports created every night. Apart from standard reports, Printemps will also be taking advantage of reports adjusted to its needs:

- ❖ Yearly sales forecast verified every six months
- ❖ Daily sales forecast adjusted one month ahead
- ❖ Forecast of purchase and stock level management prepared based on sales forecast

Finally, Workflow engine offered by Comarch ERP solution will enable Printemps group to take advantage of various optimizations concerning its business processes and all that at different stages of operation of the stores. It is planned to implement a complete flow of confirmation. Workflow processes will allow for controlling the course of each stage of that process, which is important for right operation of IT system and for Printemps stores in Tours, Caen and Brest.



Advantages of the solution

- Effective and global solution satisfying all the needs concerning stores' operation
- Automation of business processes provided by Workflow engine integrated with Comarch ERP
- Complete reports and dashboards aimed at increasing effectiveness of different points of sale
- Modern software for operating cash registers, including touch screens and barcode scanners
- Abundant, intuitive and user-friendly interface of the program ready for immediate use

Pierre-Yves D'Huysser, Project Manager: << Owing to its experience, Comarch quickly identified needs and expectations of Printemps group. As a result, stores in Tours, Caen and Brest assigned us the task to unify their IT systems. Comarch ERP is a perfect solution allowing for optimizing management of those stores.

The cooperation between Comarch and Printemps employees proceeded in a way lucid for everyone and in a highly constructive climate. >>