

POLARN O. PYRET

Specialty Retailer Succeeds with Integrated Retail Management Solution

Customer Profile

SPM Retail, LLC is a retailer of Polarn O. Pyret children's wear in the United States. Founded in 1976, Polarn O. Pyret, or *PO.P*, as its affectionately known to its customers, is Sweden's leading children's wear brand with 165 stores in Europe and a presence in eight countries.

Business Situation

SPM planned to market *PO.P* through multiple sales channels including retail stores, an eCommerce website and Amazon. It needed a single solution that seamlessly integrated front-end selling with a centralized product, customer and inventory database and core retail processes.

Solution

SPM deployed a multichannel retail management solution consisting of CORESense's retail back office, Point of Sale, CORESite eCommerce Storefront and Amazon marketplace management.

Benefits

- Delivers seamless shopping experience
- Fast, customer-centric Point of Sale
- Improves inventory management
- Cultivates long-term customer relationships

“We selected CORESense because it provided the ideal solution for a multichannel retailer.”

Jennifer Athanason, Owner, SPM Retail



SPM Retail, formed in 2009 to bring the *PO.P* brand to the U.S. consumers, needed an IT solution that could meet their current needs and budget while providing scalability as they grew. SPM initially looked at and dismissed legacy Point of Sales solutions for their inability to integrate seamlessly with their website. These solutions would also require them to buy, build, and maintain their own IT infrastructure, which was not how they wanted to spend their investment dollars. SPM Retail ultimately selected and deployed a multichannel retail management solution from CORESense. With CORESense, SPM has been able to grow from a single eCommerce website to a thriving multichannel retailer anchored by a growing chain of retail stores and a thriving business on Amazon.

“CORESense has enabled us to deliver on our customers’ expectations and provide them with a seamless shopping experience – whether they are shopping in a store, online or through a mobile device winning us their loyalty and providing us an edge over the competition.”

Jennifer Athanason, owner,
SPM Retail

Integrated platform enables seamless brand experience across all channels.



Situation

Polarn O. Pyret is Sweden’s leading children’s wear brand since 1976. The brand has 165 stores across European countries. *PO.P*, as it is affectionately known, started with simple cotton striped clothes for kids and the product offering has exploded over the years to provide a soup to nuts option for kids and their families. The brand is known especially for its UNI focused collections, ECO line, hard-wearing Scandinavian outerwear, unique prints and design, and letting kids be kids as long as possible.

Recognizing an opportunity, Jennifer Athanason, a former corporate finance executive with Ernst and Young, formed SPM in 2009 with the goal of bringing *PO.P* to the U.S. market. To seize the opportunity, the newly created SPM Retail needed information technology that would allow them to successfully sell the *PO.P*’s children’s wear through multiple retail channels.

“Our biggest challenge was finding a solution that could support the needs of our tech-savvy multichannel shoppers,” said Jennifer Athanason. “Polarn O. Pyret attracts sophisticated, urban shoppers used to purchasing through multiple channels”, added Jennifer. “We need to be able to be able to sell and service our customers across multiple channels as well as be able to track their activity and purchases.”

SPM initially looked at linking a premise-based Point of Sale solution to their existing website. They found that they would need to make a big investment in IT staff and hardware to support the Point of Sale solution and the integration options were limited.

“Each solution had its own proprietary database and processes and integration, if you call it that, entailed manually entering eCommerce orders into the Point of Sale each night. Only then could we begin to know whether we had the inventory or fulfill customer orders,” said Jennifer.

Jennifer added, “I knew stitching together siloed systems would not get us where we needed to be to compete in the competitive children’s wear market. We need real time data on customer preferences and inventory levels to satisfy demanding multi-channel shoppers. I knew traditional solutions and approaches to integration would not work for us but the options seem limited.”

Solution

Searching for the right system

Jennifer knew she needed a true multichannel retailing solution if SPM was

Prevents stock-outs and overstock using in-store inventory tracking across all locations.



going to deliver the seamless shopping experience customers demanded and make a profit in the process.

SPM identified several key requirements for their new retail management software. First, it would have to combine multichannel selling and back office operations in one system. This would provide them with the customer-centric, real-time view of their business they would need to proactively respond to customers and profitably grow the businesses.

Secondly, the Point of Sale would not only have to be fast and easy to use, but also provide access to detailed customer information including past purchases and communication from all channels as well as demographic data.

“With this information our staff would be able to personalize customers’ in-store shopping experience and identify and reward loyal customers,” said Robert Pollini, COO.

Thirdly, it needed to include a high performance, scalable ecommerce solution for their fast-growing business. They needed enterprise-class features and the flexibility to create an ecommerce solution that would deliver Polarn O. Pyret’s unique brand experience. The eCommerce solution also had to seamlessly integrate with the retail solution including real time inventory synchronization and cross-channel fulfillment.

“We needed a real time, synchronized view of sales and inventory levels across all channels. This would enable us to better manage our inventory reducing stock-outs and driving timelier in-season price adjustments,” added Robert.

Lastly, it was crucial that whatever system they purchase could be managed by their existing staff and was highly scalable. With a background in corporate finance, Jennifer knew that an enterprise-class, cloud-based solution would minimize their upfront investment and support their long-term growth plans.

Selecting CORESense

In the fall of 2008, the SPM team performed a comprehensive search of available retail management and Point of Sale software options. “We seriously considered three vendors: CORESense, Klinger-Weiss and Island Pacific,” says Jennifer. “But we quickly decided that CORESense gave us the best solution for all our key criteria.”

SPM initially developed and deployed their American web store using CORESense in March 2009. Shortly thereafter, they deployed CORESense’s Amazon Marketplace manager to support their Polarn O. Pyret at Amazon store.

“Our sales staff has a fast, easy to use Point of sale that not only can ring up customers but also gives them the capability to deliver exceptional customer service.”

Robert Polini, COO, SPM Retail

A year later, SPM deployed two CORESense Point of Sale terminals at their first store in Greenwich, CT. Since then, SPM has deployed additional terminals in their two stores in Manhattan and stores in Chestnut Hill, MA and Edina, Minn.

All the Point of Sale terminals are tightly integrated with the web store. SPM customers can pick up websites orders in a store, return items purchased on the website in a store, use store credits and coupons on the website or in a store and login to their website account and view all orders and returns.

“CORESense allows us to seamlessly serve the multi-channel shopper as we have a 360 degree view of all their shopping activity and behavior across our various venues – a must in today’s rapidly changing retail environment”, says Jennifer. “CORESense’s CRM module allows us to track our customers and their purchases and be responsive to the growing needs of their families.”

Benefits

Delivers seamless shopping experience

CORESense’s fully integrated multichannel retail management capabilities transform retailers from channel-centric to customer-centric businesses enabling them to attract high-value, multichannel customers.

Says Jennifer, “CORESense has enabled us to deliver on our customers’ expectations and provide them with a seamless shopping experience – whether they are shopping in a store, online or through a mobile device winning us their loyalty and providing us an edge over the competition. Our customers love being able to buy online, pickup or return in the stores and use credits and coupons across all channels. And it’s so easy to do all that with CORESense.”

Customer-centric Point of Sale

The CORESense Point of Sale is a feature-rich, customer-centric retail store system that empowers store personnel to quickly and accurately process customer transactions and deliver highly personalized customer service.

“Our sales staff has a fast, easy to use Point of Sale that not only can ring up customers but also gives them the capability to deliver exceptional customer service, says Robert.

Robert adds, “For example, CORESense gives our staff the ability to view and source inventory across our entire operation to complete a sale. Customers love it because they don’t need to come back to the store, which can be a big deal in our urban markets. It lowers our inventory

Compelling shopper and search friendly ecommerce websites that differentiate your brand.



“CORESense gives us the ability to capture and access detailed customer information from the point of sale or back office. We can view past purchases and returns regardless of channel, personal information and notes and communications related to past transactions. Armed with this information, staff can personalize customers’ in-store or over-the-phone shopping.”

Jennifer Athanason, Owner
SPM Retail



Email loyal customers when new items matching their profile hit the store.

investment and captures sales that would otherwise be lost.

Most of our customers shop online as well as in our store and it’s a huge plus that we can easily manage cross-channel promotions, fulfillment and returns including in-store pickup of on-line purchases and drop shipment of out-of-stock items.

Our retail store managers can easily manage their daily operations and as well as access full back office merchandising, supply chain, order management and analytics and reporting capabilities directly from the POS. CORESense’s role-based security settings allow me to limit access to only those functions and data the managers need to do their jobs.”

Cultivate long-term customer relationships

Says Jennifer, “The key to a successful business is a steady customer base. Building and maintaining customer loyalty starts with knowing the customer — who they are, and what they like to buy — providing sound product choices and advice and rewards for staying with you.”

Jennifer continues, “CORESense gives us the ability to capture and access detailed customer information from the Point of Sale or back office. We can view past purchases and returns regardless of channel, personal information and notes, and communications related to past transactions. Armed with this information staff can personalize customers’ in-store or over-the-phone shopping.

We can also analyze and segment our customers to create targeted advertising and promotional campaigns. We can offer them special incentives to come back such as preferred customer loyalty cards, special discounts or coupons that can all be created and managed from within CORESense.”

Improves inventory management

CORESense provides SPM with a real time, synchronized view of sales and inventory levels across all channels enabling better management of inventory reducing stock-outs and overages and driving timelier in-season price adjustments. All changes to inventory whether it be a web or Amazon sale, stock receipt or in store purchase, are tracked and reflected in real time across channels.

“The time it would take to consolidate data from multiple stores and online channels would make it extremely difficult, if not impossible, to make accurate buying and pricing decisions and sell across multiple channels”, says Robert.

Robert continues, “Fortunately, with CORESense we have full visibility into

For More Information

For more information about CORESense products and services, contact CORESense sales at sales@coresense.com or 1-866-229-2804.

our web, amazon and stores sales, inventory and our supply chain. And having this up-to-date information enables us to fix potential problems before they occur, significantly reducing stock-outs, order cancellations, returns and late shipments. Best of all, management and employees can spend more time on sales and service and less time looking for customer and order-related information.”

CORESense

CORESense provides retailers with all-in-one, fully customizable solutions for managing their ecommerce and retail operations. The CORESense solution combines online, phone and in-store selling with a powerful retail management application enabling businesses to streamline operations and grow sales across one or more channels. CORESense is used by a select group of highly successful clients including Super Shoes, SPM Retail, Shermer, Vintage Wine Estates and 3Balls.com.

The CORESense solution wraps point of sale, store operations, multi-channel ecommerce, merchandising, order management, and customer relationship management software around a centralized product, customer and inventory database providing retailers with a real-time view of their customers and their business.