



THE SUPPLY CHAIN COMPANY®

A Long-Term Partnership

SHOPPERS STOP

Shoppers Stop Relies on JDA Solutions to Maintain Its Competitive Edge

Shoppers Stop Limited Fast Facts

Industry
Retail

Headquarters
Mumbai, India

Description
Shoppers Stop Limited, India's largest department store chain, and its affiliated companies operate 41 department stores, 74 Crossword bookstores, 10 hypermarkets, airport retail and home-concept stores.

"We want to ensure that we remain the benchmark for the regional retail market, while also raising some bars for the global marketplace.

JDA is helping us focus on the requirements, processes, workflows and implementation methodologies we need to make that happen."

- Arun Gupta,
customer care associate
and group chief technology officer,
Shoppers Stop



Business Challenge

Shoppers Stop sought to efficiently and profitably grow its retail model, as well as ensure success as it expands its store formats.

Solutions

- JDA® Advanced Store Replenishment
- JDA® Advanced Warehouse Replenishment
- JDA® Assortment Planning
- JDA® Efficient Item Assortment
- JDA® Floor Planning
- JDA® Merchandise Management System
- JDA® Network Optimization
- JDA® Space Planning
- JDA® Win/DSS

Services

- JDA Implementation Services
- JDA Strategic Services
- JDA Support Services

Business Benefits

- Ability to scale, without additional resources
- Reduced inventory and optimized safety stock
- Increased turns and customer service levels
- Improved analysis and reporting



Shoppers Stop Limited, a pioneer in modern retailing in India, launched the concept of “one-stop shopping” in 1991 with its large-format department stores and commitment to combining high-quality merchandise with excellent customer service.

By 1997, the retailer had outgrown its legacy transaction and technology systems and turned to JDA Software for support. “We were looking for a solution that could help us scale up. At that point in time, we were three stores strong and had aspirations to grow to one hundred,” said Arun Gupta, customer care associate and group chief technology officer at Shoppers Stop.

“The challenge and the opportunity in front of us was, ‘What kind of technology should we be looking at? How do we scale up processes without adding people? At the same time, how do we ensure profitable growth?’ We looked at these three paradigms for our business, and JDA offered us a complete set of solutions that could help us as we grew.”

“Before we began to work with JDA, we were a small retailer, with a small back office supporting the entire business,” said Gupta. “When we began to collaborate with JDA, it was an opportunity to look at global best practices, as well as defined formal processes where exceptions could be managed very well. The solution and the processes defined during the implementation have served us well over the last decade.”

To support its aggressive growth plans, the retailer’s initial collaboration focused on merchandise management and point of sale. “It’s a fairly large mix of JDA solutions that we deploy right now,” said Gupta. “Our retail operation today runs on JDA.”

Driving Customer Satisfaction

JDA solutions have enabled Shoppers Stop to maintain its high customer service levels during its exponential growth. “We are trying to ensure that, when customers come into our stores, they find the merchandise they are looking for, at the right place and at the right price,” said

Gupta. “When they check out, they get the best promotion for that category of merchandise. A lot of that performance is attributable to the JDA solutions we have deployed.”

JDA’s Replenishment and Fulfillment solutions, built to manage high inventory turns and volumes and provide sophisticated forecasting for precise inventory planning, provide the analysis and reporting capabilities to help Shoppers Stop manage key inventory and service metrics.

“In our hypermarket stores, JDA solutions have greatly impacted our fill rates,” said Gupta. “We have been able to significantly improve the store fill rate just by looking at how we replenish to the store, as well as to the warehouse. There’s been a tremendous efficiency that JDA has created for us. At the same time, JDA has also helped us scale.”

JDA’s planning solutions have helped ensure consistency and uniformity of fixtures across the retailer’s hypermarkets. These tools help the company optimize its floor space and visualize layouts before they are actually built.

"We use JDA solutions across almost the entire lifecycle of our organization — from planning through buying merchandise, allocating it to stores, managing at the point of sale and replenishing," said Gupta. "JDA has helped us achieve a lot, without having to add significant resources to our organization."

Focusing on Customers, Not Technology

According to Gupta, the partnership between JDA and Shoppers Stop has created a significant competitive edge for the retailer.

"Our competitors today are still struggling with some of their transactional systems, while the stability of JDA solutions has helped us focus more on the business and the customer," noted Gupta. "That's the advantage we have because we started with technology very early in our lifecycle. Today, nobody really worries about whether the system will work or whether it will perform. It works 24/7. That leaves a lot of time for the IT and business teams to focus on what matters, which is the customer."

Shoppers Stop recently invested significantly in analytics to further move ahead of the competition. "We focus on a lot of analytics related to our loyalty program, which today has more than 2 million customers enrolled," added Gupta. "JDA solutions produce a lot of rich data that we use to help our business."

Supporting Future Growth

"More recently, we have engaged with JDA Strategic Services to help Shoppers Stop move to the next level of growth," added Gupta. "Today, when we anticipate a growth period where we will double the number of stores in three years, there is an expectation that the JDA solutions will help us in scaling up."

"JDA is currently helping us understand whether our processes today are good enough to achieve the business growth we need. Is the technology platform scalable? Do we need to do something differently? Those are critical questions that the JDA Strategic Services team is helping us answer," said Gupta. "Having captured the market in the larger cities, we are now expanding to the Tier 2 and Tier 3 cities across all our store formats. We want to ensure that we remain the benchmark for the regional retail market, while also raising some bars for the global marketplace. JDA is helping us focus on the requirements, processes, workflows and implementation methodologies we need to scale up."

Gaining a Strategic and Valuable Partner

As Shoppers Stop has added technology capabilities, the company has continued to rely on JDA for support. "Over a period of time, we have worked with the JDA consulting team, as well as JDA Support Services, toward incremental changes that we need to make within our business, either related to regulatory issues or opportunities the market creates for us," said Gupta.

After 14 years of collaboration and expansion across different retail formats, Shoppers Stop is poised to continue its strategic, long-term partnership with JDA as it strengthens its position as India's retail leader. "The value of the relationship with JDA has gone far beyond a simple ROI calculation. JDA has been a good partner with us over the years, and our employees love the JDA systems," said Gupta.

About JDA Software Group, Inc.

JDA® Software Group, Inc. (NASDAQ: JDAS), The Supply Chain Company®, is the leading provider of innovative supply chain management, merchandising and pricing excellence solutions worldwide. JDA empowers more than 6,000 companies of all sizes to make optimal decisions that improve profitability and achieve real results in the discrete and process manufacturing, wholesale distribution, transportation, retail and services industries. With an integrated solutions offering that spans the entire supply chain from materials to the consumer, JDA leverages the powerful heritage and knowledge capital of acquired market leaders including i2 Technologies®, Manugistics®, E3®, Intactix® and Arthur®. JDA's multiple service options, delivered via the JDA® Private Cloud, provide customers with flexible configurations, rapid time-to-value, lower total cost of ownership and 24/7 functional and technical support and expertise.

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