



CUSTOMER SUCCESS STORY

A global retailer relies on Veras Retail to support 360-plus stores in five countries

4 New Countries. 4 Currencies. 3 Months. 1 Solution. No Problem.

Veras Retail Successfully Completes a Complex Store Systems Deployment Across Multiple Countries – On Time and Under Budget Within Three Months

For more than 10 years, a major retailer that operates several leading apparel and footwear chains has relied on Veras Retail, a leading software provider that is fully committed to developing best-in-class in-store technology, to ensure an outstanding shopping experience and a streamlined, personalized checkout process. Since 2009, the retailer has brought every new business acquired by its parent company onto Veras CheckOut, a point-of-sale solution known for its speed, efficiency and reliability. Veras CheckOut facilitates a positive customer checkout experience through its seamless communication with a retailer's enterprise systems. It helps drive key sales metrics without added shrink or loss by automatically executing targeted complex offers and upselling prompts. Veras CheckOut also has the ability to prevent loss and exposure at the inception point. Currently, the retailer relies on Veras CheckOut to support more than 360 stores in five countries and across all brands within its retail portfolio.

Veras Retail Leads an On-Time, Under Budget Deployment Across 4 Countries

Veras Retail stepped up to the challenge. Using the same codebase and technology environment used at other fashion chains within the retailer's brand family, Veras CheckOut and Veras Activate were deployed in the new chain's stores located in three new countries without increasing administrative overhead. With the Veras Retail solutions in place, all POS terminals connect to a single central server that integrates with the retailer's ERP system.

A successful, on-time and under-budget installation demonstrated how robust the Veras Retail solutions are, offering the flexibility and scalability needed to suit multiple business models, tax and currency requirements.



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A New Acquisition Presents a Unique Challenge

In 2016, the retailer's parent company completed the acquisition of a premier, international fashion brand, which represented a 30 percent increase in retail operations for the overall business. This created an exciting challenge for the retailer, which was tasked with fully integrating the new fashion brand into the business in just six months. The integration entailed implementing Veras CheckOut and Veras Activate for promotions and couponing at all 45 stores in the United States – as well as stores in Canada, Ireland and the United Kingdom – within a three-month window of time.

The condensed implementation timeframe represented only part of the challenge: Veras Retail would need to ensure the retailer's system was compliant with each country's individual taxation and legal requirements and payment processing needs. The system also needed to be able to accept different currencies and provide real-time reporting across varying time zones.

Veras Retail Supports the Retailer's First Store Opening in Germany

The retailer's faith in Veras Retail to support its growth was put to the test not long after the new chain's 71 stores were up and running on Veras CheckOut and Veras Activate. In 2017, the company opened its first store in Germany, marking its foray into a fifth international market.

"Veras CheckOut is built on a foundation of being a multi-country, multi-currency, multilanguage, omnichannel POS with real-time connectivity to external systems," said Rohit Vir, Founder and Chief Executive Officer of Veras Retail. "With this foundation, our retail customer and all of the companies within its brand umbrella are positioned to easily jump into new markets with new tenders and with very little change to the system itself."

The retailer is currently evaluating additional expansion of its stores in Europe, knowing Veras Retail has the capability to easily and efficiently on board new brands regardless of their country-specific currency, taxation, legal, payment processing requirements.



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About Veras Retail

Veras Retail designs, provides and implements innovative software solutions to connect with consumers at the point of decision. It starts at the store, providing point-of-sale/mPOS, inventory, cross-channel execution and CRM applications. Veras is focused on optimizing instore processes and using technology to foster profitable interactions between retailers and consumers. Veras POS solutions power over 100,000 lanes every day in over 50 retailers around the world. Visit verasretail.com to learn more.

To learn more about Veras Retail's best-in-class in-store solutions, visit www.verasretail.com.