



Young at Heart Toys

Establishes Standard Business Processes with **iVend Retail**

Industry: Multi-brand Toy Stores

Region: South Africa

Solution: iVend POS, iVend mPOS, iVend Reporting & Analytics

Goals: Primarily selling in pop-up style shops where mobility is essential, Young at Heart Toys required an mPOS enabled solution that could travel with.

Obstacles: Lack of visibility into sales and inventory performance and requirement for a solution that could integrate with an existing eCommerce site.

Results: A mobile POS solution that could travel with them and provide strong UI and office management features.



Startup Retail Business Challenges

Young at Heart Toys started in September 2014 from the owner's home, selling game and toys from leading brands like Playmobil and Fisher Price from a mobile, pop-up shop at local markets.

They used basic spreadsheets to manage sales and inventory, but knew as their business grew that would want a business management solution that could not only manage sales, but also integrate with their existing 3rd party eCommerce portal and support their mobile business needs.

Since the project was a greenfield project started from scratch, planning had to be precise, keeping in view both the existing business and future business plans. Another challenge was that the project had to be completed within a short span of time.

Challenges

- Lacked an inventory management solution
- No visibility into sales data or performance reports
- Unavailability of reports required for business decision making
- Lacked promotions engine and multiple issues in applying discounts

Benefits

- Implementation of a standard business process based on best industry standards
- Incorporation of sales reporting and billing tools reduced manual work
- Improved inventory management
- Gain key business insights via reporting and analytics capabilities
- Able to deliver a great, mobile buying experience
- Option to integrate with any 3rd party eCommerce portal



A Growth Oriented Retail Solution

iVend Retail offered the platform Young at Heart Toys was looking for, keeping in perspective its long term business plans. The project was managed by iVend Retail channel partner, WLM Software and was able to meet their tight launch timeline, help them to establish standard business processes and provide the option to integrate their existing eCommerce portal.

They also increased their visibility into sales and inventory data and implemented a common inventory pool across their multiple brands. With new data reports, Young at Heart can now make informed decisions by having access to consolidated sales reports, inventory visibility and a better understanding of the customers' buying trends.

iVend Retail's robust promotions engine now allows them to enable a wide range of promotion types and run common promotions across all channels supporting a seamless brand experience.

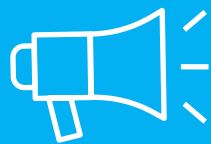
IMPLEMENTATION PARTNER



WLM is a South African software solutions and business information systems consulting firm to companies of all sizes across various industries. At WLM Software, consulting services are client driven with complete focus on enablement that prepare clients to take full advantage of their software solutions.

WLM designs all of their services agreements around the client's business needs as customer relationship is the foundation and core ethos of their business. In association with iVend Retail, WLM is looking to offer an integrated omnichannel retail solution to all its retail customers.

For more information: www.wlmcs.co.za



100+
Promotion
Configurations



4%
Savings in Inventory Costs
from Single Stock Pool

Tangible Business Benefits

After implementing iVend Retail, Young at Heart Toys now has the ability to grow to multiple stores without additional IT infrastructure. Real-time data for sales, accounting, forecasting and inventory management data are readily available and Young at Heart Toys implemented retail industry standards for process management.

Additional Benefits:

- Improved inventory management
- Gained visibility into real-time sales data
- Ability to integrate with existing eCommerce site
- Easy to use POS interface with site management features

“ iVend Retail along with WLM Software has helped us to build a retail business system for managing our business sophisticatedly and with ease. The intuitive and interactive interface of iVend Retail has reduced transaction time and eased the overall inventory management. We will soon integrate our eCommerce portal with iVend Retail.

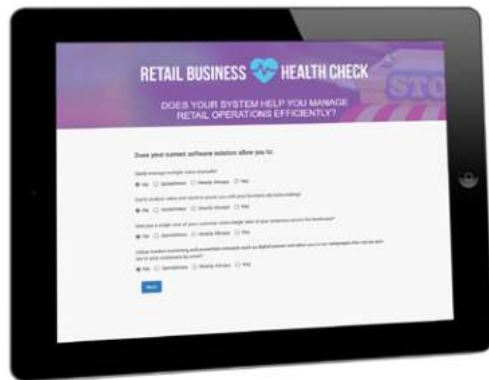
- Claudia Prinsloo, Owner, Young at Heart



Optimize your Omnichannel Strategy with iVend Retail

Health Check

Take our free Retail Health Assessment to identify key issues in your retail systems



- Are areas of your business exposed?
- Are you part of the new retail age?
- Are you equipped to meet the demands of your customers?

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iVend Retail by CitiXsys is the omnichannel retail management solution for the way retailers work today. It delivers a fully integrated solution designed to enable change, not just built to last. iVend Retail innovates retail technology, providing a technically superior solution and offering open APIs which can be integrated broadly with leading ERPs and customer-facing applications.

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