



REPUBLIC™

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– Nick Rennardson, Head of IT, Republic

Knowing the company

Republic is the UK’s leading multi-branded men’s and women’s fashion retailer. First launched in Leeds in 1986 with a single store, it now has 115 stores nationwide and a successful web channel. It offers a broad range of clothing brands including G-Star, Diesel, Bench, Miso, Crafted and Soul Cal.

Republic’s unique model offers customers a carefully edited selection of ‘best of season’ styles and an extensive denim range, ensuring all the hottest looks are covered in one high street store.

Despite the economic gloom, Republic have bucked the trend on the high street and has grown significantly in recent years with sales exceeding forecasts. This growth is set to continue with an extensive store expansion plan and customer service initiatives.

However its labour-intensive POS system was hindering its multi-channel, multi-national trading ambitions.

Defining the strategy

Republic wanted an integrated, robust and PCI-compliant solution that would connect all its stores in real time, and improve the efficiency and operating

cost of its core processes, particularly replenishment and cash management.

It also wanted a solution that would provide rich data feeds to its other systems such as Buying and Merchandising, Loss Prevention and E-Commerce – enabling users throughout the organisation to make better-informed operational decisions and strategic plans.

In addition, the new solution needed the scalability to support expansion into new trading regions, and had to support new customer-oriented initiatives such as “click and collect” and “customer ordering”.

Choosing the solution

Republic chose the Java-based Torex Retail-J suite of POS, store and central management applications.

Nick Rennardson, Head of IT of Republic, said, “This was an exacting project, imposing significant change on the organisation. We opted to work with Torex because they not only offered open, flexible and scalable solutions but invaluable strategic expertise gained through years of working in our sector. Their focus, dedication and experience clearly contributed to our success.”

Republic

Republic Snapshot

Industry

Retail

Product

Torex Retail-J

Following six months of intense planning, the Torex solution was successfully piloted and implemented in the new Belfast store. Full rollout then commenced at a rate of 16 stores per week and completed three weeks ahead of schedule. Strategically, managers both in stores and head office now have quick access to the same, real-time information, enabling all decision makers to make better-informed decisions more quickly. This has enabled Republic to plan more proactively and confidently.

Day-to-day, the Torex solution immediately freed managers up to spend more time on the shop floor. With fully automated sales processes integrated to the central merchandising solution there have been improvements in replenishment operations which are less administration-intensive, more timely and accurate.

The integrated cash management system has also removed the need for the laborious cash sheet and till logs, while improving cash controls and automatically managing staff discounts and returns.

Furthermore, the wireless capabilities of the Torex solution through hand-held terminals has mobilised product enquiry and stock management tasks, allowing managers to spend more time with customers on the shop floor.

Transactions are also more fluent. With the integrated and accredited Chip & PIN solution, till operators now receive EFT authorisation in 0.6 seconds rather than the 5 seconds the legacy system took.

Achieving return on investment

“As well removing administrative processes, Torex has helped us standardise operations,” says Nick Rennardson, “This has made us more efficient, responsive and consistent, which customers appreciate. It has also reduced our operating costs, which protects our margins now and effectively cuts the cost of our expansion plans.”

Republic is already building on the stable Torex platform to create new multi-channel services that will deliver even greater return. Before its next trading peak it will have established “Click and Collect” and “Customer Ordering” services which will optimise stock and provide more opportunities to convert. The significance of the technology upgrade goes beyond IT and is benefiting all areas of the business, with finance, retail and training all hugely supportive of the new technology. Additionally, the rich data

feeds from Torex will be used to establish effective Loyalty and Loss Prevention operations.

To learn more about Torex, please visit www.torex.com.

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– Nick Rennardson

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About Torex

Torex is a European market leader for store systems in Retail, Hospitality, Convenience and Fuel markets. We provide outlet and head office technology to our core markets globally, through a mix of software, hardware, consultancy, implementation and maintenance and services. Our technology ranges from Point-of-Sale to solutions which help our customers deal with merchandise planning, business analytics, loss prevention and multi-channel trading. 1,150 Torex people help over 6,000 businesses serve their customers every year, in over 30 countries.

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