Smyths Toys, United Kingdom

DELIVERING A CONSISTENT CUSTOMER EXPERIENCE ACROSS SHOPPING CHANNELS

" We always put in 100% effort on our projects and the support we have been receiving has been first class. The high quality consulting and the depth of SAP capability has added immense value to our business. We view NTT DATA Business Solutions as a strategic partner who is jointly moving forward with us.

Rob Wilson, Chief Technology Officer, Smyths Toys

Challenges

- Smyths Toys required an IT platform capable of scaling with the demands of the business
- They required an SAP Support Partner who could provide the right mix of operational efficiency and IT innovation during this period of change

Benefits

- Introduce improvements to SAP User Experience and simplify processes for warehouse operatives
- Ensure accurate pricing on individual products throughout channels
- Introduce warehouse replenishment, accurate stock information in stores and warehouse stock balancing
- Enhance Click & Collect

Solutions

- Key SAP projects completed included improvements to SAP usability with SAP Fiori apps plus development projects including Price Ticketing, Stock Maintenance and the Automatic Warehouse Replenishment (AWS) Solution

Why NTT DATA Business Solutions?

- Proactive SAP Support Services
- Experienced SAP Consultants
- Local Account Management

Industry: Retail
Products: Children's toys and entertainment products
Number of stores: 88 stores throughout Ireland and the UK
Website: www.smythstoys.com/uk/en-gb

NTT DATA Business Solutions

SAP Platinum Partner

NTT DATA
Trusted Global Innovator

Smyths Toys

Smyths Toys introduced an IT transformation programme to align operational efficiency with SAP innovation. The project was founded on improving business efficiency by reviewing and simplifying existing processes.

Business Transformation

The key objectives for the current phase of the business transformation project are as follows:

- Introduce improvements to SAP User Experience and simplify processes for warehouse operatives
- Ensure accurate pricing on individual products throughout channels
- Introduce warehouse replenishment, accurate stock information in stores and warehouse stock balancing
- Enhance Click and Collect

Key SAP Projects Completed

SAP Fiori Apps. From Sales channels and prices to stock management and customer ratings, a number of SAP Fiori apps have been introduced to Smyths Toys to enhance business productivity. The development of SAP Fiori apps is leading to a dramatically improved user acceptance of SAP with many processes simplified and improvements in data accuracy. Key users now have mobile access to accurate information to support them in their day to day activities.

Price Ticketing has been rolled out to all stores. The new price labelling app delivers greater accuracy of pricing and ensures a single price entity across stock with capability for real-time price-match offers.

Stores Stock Maintenance. The new stock process allows staff within the stores to perform a stock adjustment via their in-store RF device. This is an important enhancement that ensures accurate stock information in the stores.

Pre-Order Management. Provides visibility of preorders within the stores and integrates Smyths Toys digital channels to in-store operations - providing guaranteed stock availability that integrates seamlessly with the 'click and collect' programme.

Click & Collect. Since the stock maintenance and preorder management projects went live, Click & Collect orders are now successfully processed in stores. Rob Wilson, Chief Technology Officer, Smyths Toys commented "Our Click & Collect service is proving to be very successful with improvements in stock accuracy and visibility, which is leading to reductions in stock holding and stock turn."

Why Partner with NTT DATA Business Solutions?

NTT DATA Business Solutions has been a partner with Smyths Toys since 2013 after taking responsibility for their SAP Support arrangements. Rob commented "The transition to NTT DATA Business Solutions was smooth with no disruption to business continuity. Since then, we have benefited immensely from their proactive SAP support services, their recommendations and local account management, which has resulted in a very successful partnership."

> As part of the transformation programme, the time taken to process sales transactions at peak business was reduced to 2 seconds, enabling near real-time viewing of sales and stock.

Rob Wilson, Chief Technology Officer, Smyths Toys

Want to know more?
Do not hesitate to contact us:

www.nttdata-solutions.com

Follow us on (in) (f) (t) (▶)

NTT DATA Business Solutions

SAP Platinum Partner

NTT DATA
Trusted Global Innovator