

CASE STUDY

MAP EMALL.com

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Incorporated in 1995, PT. Mitra Adiperkasa Tbk (MAP) has achieved phenomenal growth over the years culminating in its IPO in November 2004. Today, MAP is the leading lifestyle retailer in Indonesia and MAP EMALL.com is the premier online lifestyle destination in Indonesia. With a portfolio of over 75 international brands and products spanning multiple categories such as sports, fashion, kids, food & beverage and lifestyle, MAP EMALL.com aims to provide customers with an unparalleled shopping experience at a one stop destination for all their lifestyle needs. Some of its iconic brands include

Starbucks, Marks & Spencer, SOGO, SEIBU, Debenhams, Oshkosh B' Gosh and Reebok, among many others.

Listed on the Indonesia Stock Exchange and with over 23,000 employees, MAP has won the Most Powerful and Valuable Company Award 2014 (Retail) – Warta Ekonomi (Indonesia). MAP was also voted one of Fortune Indonesia's Most Admired Companies (Top 20) in 2012 and Forbes Indonesia's Top 40 Companies in 2011. Apart from retailing, MAP is also a leading distributor of sports, kids and lifestyle brands.

Global brands under MAP using ETP retail solutions across Indonesia:



Customer Facts

Website: www.map.co.id

Online store: www.mapemall.com

Business segments: Sports, Fashion, Department Stores, Kids, Lifestyle and Luxury



ETP V5 Retail Software Solution components used to enable MAP EMALL.com: ETP Store, ETP EAS, ETP Replication Server, and ETP Integrator.



Business Needs:

- Enhance customer engagement through the online channel and deliver an omni-channel experience focused on customer centricity
- Launch an online channel in the Indonesia market to sell MAP brands
- Enhance service to customers by enabling faster deliveries and better communication about product availability
- Leverage the huge network of brick-and-mortar stores to service online orders seamlessly
- Participation of brands from active, fashion & fashion footwear divisions in the online business
- Long term goal being to launch a marketplace where external brands can participate on MAP EMALL.com



Project Objective:

- ETP integration with Magento, OMS & SAP to achieve the desired end-to-end process
- Phase 1 of the project comprised of:
 1. Order online, deliver to customer
 2. One view of inventory to the customer online (offline stores + warehouse)
 3. Ship from offline stores to warehouse, deliver from warehouse to customer



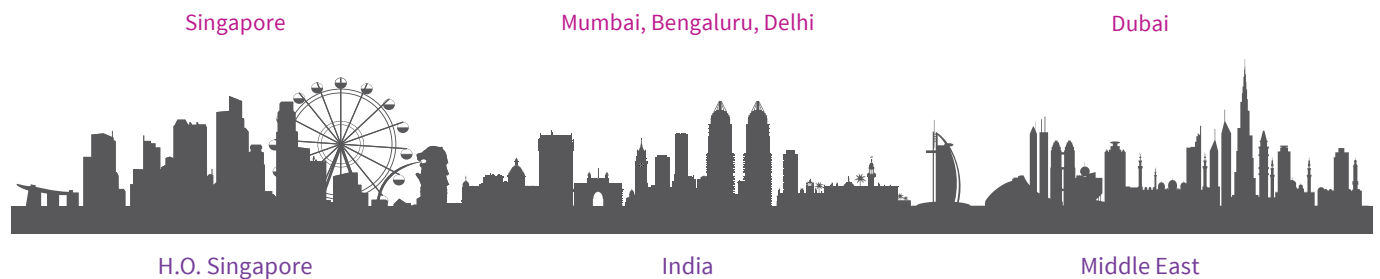
Business Benefits:

- Enhanced customer experience by offering them a great, unified experience across online and offline channels
- Increased sales with introduction of online sales channel
- Optimization of inventory levels through holistic management of offline and online channels
- Enabled MAP to leverage the existing network of brick-and-mortar stores in order to manage demand efficiently
- Reduced inventory with an option to push the offline/warehouse inventory through the online channel
- Increased market share of brands in Indonesia vis-a-vis the competition brands
- Increased loyalty of customers to MAP group vs individual brand loyalty

Enhanced customer experience by offering them a great, **unified experience** across online and offline channel



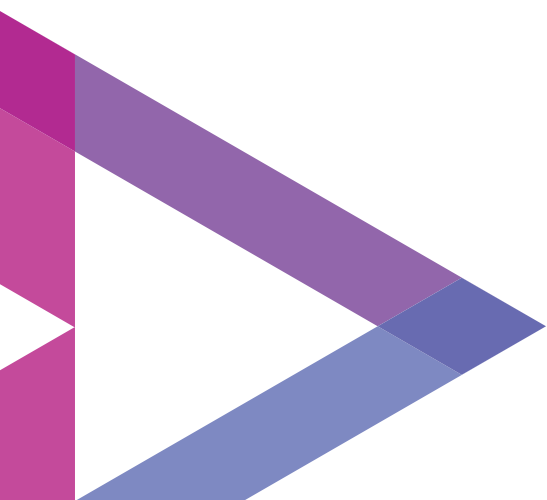
Every year, 50,000 retail associates use ETP to serve 150,000,000 consumers, selling USD 5,000,000,000 of merchandise. More than 300 brands in over 20 countries, across 10 time-zones, in 200 cities, at 25,000+ stores, in 5 languages run on ETP.



We are also present in the following countries: Australia, Bahrain, China, Egypt, Hong Kong & Macau, Indonesia, Iraq, Jordan, Kuwait, Malaysia, Oman, Qatar, Saudi Arabia, Thailand, The Philippines, Tunisia, Uzbekistan, Vietnam and Yemen.

Founded in 1988, ETP is the leading Omni-channel Retail Solutions company headquartered in Singapore and present in more than 20 countries across Asia Pacific, India and the Middle East. ETP's omni-channel solutions are adopted by market leaders in Retail, Distribution and Manufacturing. ETP has executed over 500 enterprise software projects in over 20 countries at 25,000+ stores and 100+ warehouses and factories. ETP's unique value proposition is its ability to deliver, create innovative products and the domain expertise delivered by hundreds of its consultants embodying ETP's best practices.

For more information, email: info@etpgroup.com



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