

Retail-1 Suite

Powering Retail Profitability

Shoe City

Partners for Life

"Our two companies have formed an incredibly strong bond over the years; the quality of systems and support offered by GSI has allowed us to focus on the business in lieu of our systems that support it. Our senior management team is always asking "where are the opportunities for improvement"; and that's exactly what I am looking for." - Ted Greenberg, President, ESCO Ltd.

Shoe City (ESCO Ltd.) operates 28 stores in Maryland, District of Columbia and Richmond and Tidewater Virginia. For ESCO, the past few years have been a constant exercise of maintaining tight controls on merchandising and store operations. "We are proud of our success. We partnered with Gemmar Systems International (GSI) to be our software solution over 10 years ago and have never looked back. From the very beginning Retail-1 has allowed us to increase our gross profits with better merchandising and inventory management," said Michael Fortwengler, Chief Financial Officer. "The Integrated Open to Buy Planning system has provided the discipline required to keep inventories at optimum levels and the Executive Information System allowed us to monitor the key performance indicators including store, vendor and product. We are on top of our priorities and monitor our performance objectives every week."

"We regularly review our use of systems and seek additional ways we can improve our results," said Michael Fortwengler. "Our relationship with Gemmar enables us to focus on continuous improvement. We engage their team to conduct regular audits on our use of the system and we are provided written recommendations for areas of improvement. Two areas that were recently addressed were Traffic and Warehouse Management. When inventory is under control you look for other areas in the organization that can feed the bottom line. Traffic knowledge is one of these areas and being able to fully understand the staffing needs by store by hour allowed us to achieve substantial savings. We also upgraded our Warehouse Management System to GSI's new eShipper Module and took advantage of the new functionality and paperless environment."

When E-Commerce became a priority topic, we once again turned to GSI for a possible solution. "The e-Commerce project was the next logical step for us, mandating GSI was the easiest decision we ever made. GSI already has the back-end solution and we would have required them to interface with an e-commerce provider, so we thought we would eliminate the complexity and give them the opportunity to meet our e-commerce needs. We are confident they will deliver far beyond our expectations." Michael Fortwengler commented.

Customer Loyalty, user friendliness, and an efficient shopping experience are the keys to any successful website, "our ability to marry all databases to such an extreme level will provide us with the capabilities to offer functionality that is unparalleled on other sites. I am especially excited about one of our new concepts; *Your Personalized Closet*", said Peter Mitelman, President & CEO of Gemmar Systems

Contact us today for more information!



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