Stuart Weitzman

Growth Powered by Retail-1 SaaS

"When choosing a retail software solution, listen to your gut. From the beginning, we had a good feeling about the company. To us this was almost more important than the software itself. My advice to other retailers is to make sure you know what you want and need before looking and try to fulfill as many of the needs, even if they are not quite 100%, in lieu of holding out for the ultimate solution that offers it all. It doesn't exist." - Franco Niro, President, Stuart Weitzman Canada

Stuart Weitzman, a premier high-end footwear designer and retailer, has adopted Gemmar Systems International's Retail-1 SaaS solution to power its expansion in the Canadian market. The new chain selected Retail-1 to provide a scalable retail system supporting its strategic growth plans.

The first two stores opened live with Retail-1 SaaS in March, 2010. Two more stores will be completed by end of summer. Plans call for doubling stores in 2011 and 2012. "As we examined the marketplace, we felt there was a niche that was not being served in high-end fashion footwear in Canada. Stuart Weitzman was the right product to fill that need", said Franco Niro, President of Stuart Weitzman Canada. Niro brings 30 years retailing experience in footwear including Canada's largest footwear retailer and prior to this, one of Canada's largest clothing retailers.

From the beginning, Niro was clear about his software selection criteria. "We knew what we needed and what we wanted. First and foremost, we needed a system that worked. We wanted a system that was able to meet more than 90% of our requirements in its "vanilla" version so that we would avoid costly customization and delay" Niro said.

"We also wanted a system that followed industry best practices and simulated what the retail "big guys" were using at a fraction of what they pay for these best of breed solutions", he said.

The decision to select GSI as Stuart Weitzman Canada's retail software solution partner was driven by a combination of factors; from breadth and depth of the solution, to GSI's strong track record, to GSI's focus on retail and strong references from other high-end successful retail businesses.

"Selecting GSI's SaaS model was particularly appealing to a start-up scenario. Stuart Weitzman Canada avoided the acquisition of hardware and IT staff to oversee all that is required to maintain a retail solution. GSI staff is responsible for all the updates, patches and daily backups which ensures an optimal IT environment for our customers to ensure the IT environment is optimal", said Peter Mitelman, President & CEO of Gemmar Systems.

Training and support services are key elements in a successful implementation." Store level staff has been trained very quickly and efficiently. There is no need for any IT knowledge. We have very non-technical staff who are customer-service oriented and bottom line is to service clients as best and as quickly as they can at the register, This has been very smooth" said Nicholas Niro, VP of Operations for Stuart Weitzman Canada.

"The turnaround for support has been tremendous; all members of the GSI team have given us immediate response to any issues. Our live date was slated for mid-March, and the implementation met every timetable. All in all, the project team and support resources at GSI have responded immediately to any issues or questions we have had. We look forward to a long and profitable relationship for the future", Niro said.

Contact us today for more information!

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