



## Overview

The foundation of Shoppers Stop was laid on October 27, 1991, by the K. Raheja Corp. group of companies. From inception, Shoppers Stop has progressed from being a single brand shop to becoming a Fashion & Lifestyle store for the family. Today, Shoppers Stop is a household name, known for its superior quality products, services and above all, for providing a complete shopping experience.

With an immense amount of expertise and credibility, Shoppers Stop has become the highest benchmark for the Indian retail industry. In fact, the company's continuing expansion plans aim to help Shoppers Stop meet the challenges of the retail industry in an even better manner than it does today. As on date, Shoppers Stop operations have expanded to 81 stores in 38 cities across India.

## A 16 year journey that goes beyond a Customer – Vendor Relationship

In the year 2001, Shoppers Stop was on the verge of opening their 10th store in their 10th year of operation. The POS machine vendor at that time, offered standard configuration with standard colors. The new store needed a machine which suited the brand colors of Shoppers stop, which the vendor was unable to provide. This made them explore a new entrant into the country - Posiflex.

Posiflex created a unique machine for Shoppers Stop. The needs of their client came first and they came out with a color that matched their branding requirement in a matter of 6 – 8 weeks. Shoppers Stop needed the memory of the machines in the Gigabytes while the market availability was in the range of 500 MB. Posiflex provided solutions at a price point that was feasible; while not sacrificing quality.

Shoppers Stop invested on Posiflex and entrusted them with their requirement, Posiflex delivered. The 16 years association goes beyond a customer - vendor relationship, as it is based on trust and quality. Today, Posiflex is considered as the Key Technology Advisor for their various in-store and customer experience initiatives.

Shoppers Stop believes that the customer is the real king (royalty) and ensures the utmost comfort and an excellent shopping experience. Posiflex helped implement the right technology which enabled SS to implement their vision.

The depth and the width of solutions that have been provided are described as "flexible and agile". One must keep in mind that Shoppers Stop needed solutions that they could use in multiple store fronts.



**“Posiflex teams’ passion and conviction won us over and we set aside any concerns we had about the support requirements or possibility of a new player servicing us to our satisfaction. Posiflex has always met our expectation.”**

— Mr. Anil Shankar  
CIO  
Shoppers Stop Ltd.

They also needed the ability to tweak solutions or even POS machinery at different stores depending on their specific need. They needed flexibility in terms of being able to add features or changes to existing machines.

There was also the question of the ROI that Shoppers Stop would see from their foray with Posiflex. They needed to see a reasonable ROI on both ends and see that both partners were coming away with some satisfaction.

The Requirement	Explanation	Impact
Barcode placement to factor hand-eye co-ordination	To make vast improvements in checkout efficiency	Increase in scan efficiency and cashier productivity by 15%
Redesigning / rearrangement of the checkout counters and also the length of the counter	Effective utilization of real estate and provide convenience to customers	Effective utilization of real estate by 20%. Designed 5 counters instead of 4, thus improving the checkout efficiency and q-busting
Go green initiative of SS	Posiflex helped choose low power consuming, high computing POS device for SS	Reduced electricity consumption by 50%
Lifecycle of assets	Choosing the right product considering future expansion or upgrade	Shoppers Stop POS assets have lasted them an average lifespan of 6 to 7 years without factoring in upgrade

**“We put ourselves in the customers’ shoes and focus on providing holistic solution that address the pain point. Our ability to understand and deliver to the needs of the customer is what provided us a larger scope of working with SS.”**

— Baskaramoorthy  
VP Sales  
Posiflex Technology India Pvt. Ltd.

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Founded in 1984, Posiflex Technology Inc. has since grown to be a world leader in the design and manufacture of touch screen POS terminals and peripherals. These terminals have been deployed globally across multiple industries and applications including retail Point-of-Sale, health care, hospitality, kiosks and more. This successful growth is based on understanding and meeting our customer requirements so they can build successful businesses, which in turn builds ours. Posiflex core policy is formed based on Revolutionary Technology, Reliable Quality, Reasonable Price, Recognized Service. Posiflex Technology India has the highest no of POS terminals deployed across various retail verticals in India.

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