

Posiflex, the Valiram choice

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Profile

Company: Valiram Group

Geographics: Malaysia Singapore

Key Challenges:

- To provide quality service at all outlets
- To ensure fast and efficient service to customers

Solutions:

Posiflex Jiva Terminals

Posiflex Peripherals

Key Benefits:

- Simplicity & automated business processes
- Better access to quality information
- Portrayal of a modern image to customers

Website: www.valiramgroup.com

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Bringing luxury to Malaysia's doorstep

Established in 1935, Valiram Group's metamorphosis from its humble beginnings as a textile trader to become one of Malaysia's leading retailers is simply astounding. The Group currently represents many of the world's best and recognised luxury brands that include Montblanc, Hermès and Bally. The Valiram Group is presently involved in 2 main business units specialising in the textile and retail business.

Most recently, in December 2004, the group was responsible for bringing the American luxury brand Coach to Malaysia. The 462sqm chic retail store is located at Suria KLCC and was launched by the Prime Minister's wife, Datin Paduka Seri Endon Mahmood, together with the president of Coach International, Mr. Peter Emmerson.

To date, the Valiram Group has retail outlets at Suria KLCC, at Kuala Lumpur International Airport, Penang International Airport and Singapore.

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Urged by the group's strategy to simplify and automate business processes, reducing long-term running costs, providing staff with better access to quality information and improving productivity, the Valiram Group has successfully incorporated Posiflex equipment as its Point-of-Sale (POS) hardware system at its retail outlets.

With the incorporation of the Posiflex POS hardware, the group has become a pioneer in terms of being one of the first retailers to utilise touch screen terminals at its outlets. According to Mr. Ivan Loh, Head of Special Projects (IT) for the Valiram Group, "When we select POS hardware, we look at the design (how it appears visually to our customers "aesthetically, features and of course the space saving factor), the next thing is the processing power which must be powerful enough to run POS referrals for quick access to our extensive database. Last but not the least is the value for money"

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Technology as a foundation

According to Mr. Loh, "Overall, our aim is to increase the value of technology to the company and maximise our existing IT investments". "Like many retail organisations of our size, choosing the right POS hardware is a major issue, therefore, we needed

the solution that we chose to have the ability to outlive our expectations. We are also looking to create new marketing opportunities, reduce risk, establish a platform for future growth and improve IT management and governance" adds Mr. Loh.

Looking Forward...

"We are already at a corporate level with" branch offices" in Penang International Airport, Kuala Lumpur International Airport, and Singapore. The future will see us opening more retail points in Singapore and Malaysia. Future plans include expanding our operations to other countries in the region" explains Mr. Loh. "With Datascan's Head Office in Subang already doing a good job of supporting us, we are assured that we will receive quality service and care when we expand regionally through the 11 Datascan service centres nationally as well as its subsidiaries in Singapore and Australia", concluded Mr. Loh.