

Omni-channel leverages physical and online stores

Neinver - The Style Outlets



Neinver's The Style Outlet omni-channel was the first SAP Hybris B2B2C implementation in Spain. Ricoh led the project for Neinver, working with third-party vendors to develop a sophisticated e-commerce platform that integrates the online and in-store shopping experience. The omni-channel front-end delivers an exceptional retail shopping experience. Consumers can browse goods online and click to collect in-store, increasing footfall and driving incremental sales.



thestyleoutlets

Retail real estate developer

Neinver is a vertically integrated European retail real estate developer. The company is unusual in that it manages the entire commercial lifecycle of its real estate projects, from planning and development through to the running of its own retail outlets. Neinver operates 2,000 stores across Europe, owns 1,200 brands and has 593,000 sqm of retail space.

The Style Outlets is a chain of fashion outlet shopping malls owned and operated by Neinver. There are 10 The Style Outlets, comprising 1,000 individual stores, in Spain, France, Italy, Germany and Portugal. The vibrant, self-contained shopping malls sell discounted brand name clothes and accessories, including women's fashion, menswear, sportswear and home decor.

Omni-channel retail concept

Neinver envisaged a unique business model for The Style Outlets. The company wanted to establish a holistic retail environment, managed entirely by Neinver, that would enable brands to sell discounted lines both in-store and online. The 'omni-channel' would encompass online storefronts and offer shoppers a click and collect service.

That vision was achieved with Ricoh's help. Ricoh developed the e-commerce platform that is at the heart of The Style Outlets' business model. The sophisticated B2B2C (business to business to consumer) platform differentiates the service Neinver provides for brand partners by facilitating the entire retail experience, from promotion through to purchase and fulfilment.

Objectives

- Develop 'The Style Outlet' concept
- Integrated online and in-store experience
- Market partner brands
- Establish best-in-class solution
- Integrate with existing ERP

Results

- Agile e-commerce solution
- First SAP Hybris B2B2C implementation
- Dynamically targeted promotions
- Branded online storefronts
- Click and collect service



Best eCommerce Project

The omni-channel platform, developed by Ricoh for The Style Outlets (Neinver S.A.) has been awarded 'Best eCommerce Project' 2016 by Futurizz, the leading Spanish digital business event.



Expert consultative partner

Neinver issued an RFP (request for proposal) which described their omni-channel strategy. To gain a better understanding of the objectives, Ricoh's Consulting Services division hosted workshops for Neinver's C-level stakeholders. Exploring the strategic objectives, it became clear that an off-the-peg e-commerce solution would not meet Neinver's business requirements.

The standardised solutions offered by other vendors all had limitations and required customisation to meet Neinver's wider objectives. The advantage of Ricoh's approach was, that working as a consultative partner, Ricoh would integrate best-in-class third-party solutions to implement a customised end-to-end solution that delivered real business advantage.

Ricoh led the project for Neinver, working with third-party vendors to develop the sophisticated B2B2C e-commerce platform that is central to The Style Outlets' business model. The platform is a customised version of the SAP Hybris e-commerce solution, which integrates all customer touchpoints - online, telephone and in-store points-of-sale - within a single omni-channel.

Customised SAP Hybris solution

The omni-channel front-end delivers an exceptional retail shopping experience. The physical and online environments are vibrant, relevant and complementary. Consumers can browse goods online and click to collect in-store, increasing footfall and driving incremental sales. And because the platform tracks consumer behaviour, Neinver is able to dynamically target promotional offers.

Neinver uses the omni-channel platform to differentiate its services from that of other multi-brand shopping malls. The omni-channel is a powerful business tool that adds value to Neinver's business proposition. Rather than simply renting retail space, Neinver's offers brand partners a sophisticated digital marketplace which drives online and in-store sales.

Ricoh's support was invaluable to Neinver. Ricoh managed the project from consultation through to implementation, delivering an agile and effective e-commerce solution that is integrated fully with Neinver's ERP. Neinver's The Style Outlet omni-channel was the first SAP Hybris B2B2C implementation in Spain and is used as a reference by both Neinver and SAP.



The omni-channel platform, implemented by Ricoh, sits at the heart of our business. It integrates the online and in-store shopping experience. Ricoh's support was invaluable. They managed the project from consultation through to implementation."

Inigo Pastor, Digital Business and Strategy Director, Neinver

Solution

- Professional consulting services
- Benchmark alternative approaches
- Define final solution
- Manage project
- Customise and implement solution

Benefits

- Innovative business model
- Drives online and in-store sales
- Adds value to business proposition
- Fully integrated with ERP
- Globally scalable

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