



**prettygirl**

Fashion Group Pty Ltd



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## COMPANY SNAPSHOT

The DigiPoS Systems Group, established in 1994, has subsidiary operations in over sixteen countries and has achieved rapid growth and sustained profitability driven by demand for its products and services.

The business has continued to meet the needs of top retailers such as NEXT, Colorado Group, Harrods, Rebel Sport, Caltex and AAFES, providing innovative solutions, backed up by first class customer service.

The DigiPoS Systems Group has developed an industry reputation for delivering highly reliable point-of-sale hardware that provides exceptional client value. Our "Designed for Retail" solutions are used by chain and independent retailers in every vertical market and have been installed in over 125,000 lanes worldwide.

To learn more about how DigiPoS are changing Retail Point-of-Sale, visit [www.digipos-systems.com.au](http://www.digipos-systems.com.au)

# Pretty Girl Fashion Group Reduces Maintenance Costs with the DigiPoS Retail Blade

**P**retty Girl Fashion Group is the name behind some of Australia's most recognised women's fashion brands including Rockmans, Wombat, BeMe and Table Eight. With over 400 outlets nationally, the Pretty Girl Fashion Group offers a wide range of women's apparel including casual wear, evening wear, work wear, accessories as well as swim wear, seasonally.

The Pretty Girl Fashion Group has been working with DigiPoS Systems for some time on new projects, but when the requirement to upgrade all stores surfaced, it was the core design of the DigiPoS Retail Blade solution which grabbed their attention. The Group was faced with the challenge of reducing their total cost of ownership, whilst delivering a stable and reliable platform suitable for all of their different brands. In addition, Pretty Girl had a very tight time frame during which the rollout needed to be completed.

Pretty Girl Fashion Group ultimately chose the DigiPoS Retail Blade solution for its retail specific design, reliability, continuity of supply and the significant financial gains they achieved through reduced maintenance costs.

The DigiPoS Retail Blade has been specifically designed to meet the unique requirements of retailers. The Pretty Girl Fashion Group have been able to significantly reduce unsightly cabling and have eliminated the need for costly counter modifications with the DigiPoS Retail Blade. The exceptionally low failure rate on the DigiPoS Retail Blade

has also delivered a significant increase in uptime. Utilising another innovative option available with the DigiPoS Retail Blade, the Pretty Girl Fashion Group have been able to implement a localised daily backup solution at minimal expense.

There was a large break between the first and second stages of this project, but a guarantee of continuity of supply from DigiPoS Systems ensured that this didn't cause any problems for the Group. During the second stage of the rollout, Pretty Girl needed to install over 300 lanes in less than 8 weeks. The Pretty Girl Fashion Group called on the expertise of DigiPoS Systems to manage not only the supply, but also the installation of their equipment. DigiPoS Systems also provided additional services including pre-staging and configuration of all equipment and ongoing support services.

With the rollout complete, the Pretty Girl Fashion Group are still enjoying considerable savings. They have experienced a significant reduction in maintenance costs since implementing the DigiPoS Retail Blade solution. Emma Mader, IT Support Services Manager comments: "Since installing the Retail Blade, we have seen a substantial improvement in reliability and increased up time. We are currently saving almost \$20,000 per month on maintenance fees alone."

In today's fast paced retail market, improved reliability and increased uptime is essential. DigiPoS Systems is the first vendor with the confidence to

offer a standard 10 Year Warranty on the Retail Blade Host.

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Cameron Arnold, Managing Director of DigiPoS Systems says: "Our research indicates that as little as 15% of the total cost of ownership is associated with the initial purchase price of the solution. As much as 85% is linked to ongoing maintenance and support. The DigiPoS Retail Blade has been developed specifically to address this issue, reducing those on-going costs that plague retailers like Pretty Girl. The Retail Blade is the only system available on the market that truly offers Retailers more control over their maintenance, thus offering a significant reduction of costs, and a better return on their POS investment."

DigiPoS Systems works closely with all customers, including the Pretty Girl Fashion Group, to establish a plan that will not only reduce their total cost of ownership over the life of the system, but also to improve performance in the store. Put simply, allowing the retailer to focus on what they do best.... Servicing their customers. ■

# Satisfied customers, award-winning technology.

“ It was DigiPoS, with the Retail Blade offering who were repeatedly able to satisfy our inquires, objections and could demonstrate a track record of performance that any IT supplier in Retail would justifiably be proud of.”

-- Peter Rush, PoS Manager,  
Harrods



**D**igiPoS Systems, with their innovative POS solutions and dedication to providing world-class service, continue to gain respect and attention in the Retail industry on a global scale. Last year, they were nominated and announced winner of the prestigious Microsoft Innovation Award (Partner of the year 2005), and just recently, DigiPoS Systems have also received an international Supplier of the Year Award at the European Retail Solutions ceremony held in Birmingham, UK on June 6th. This award was held by a vote by Retail Industry executives, who based their decision on the fact that DigiPoS have overcome IBM as the #1 POS provider in the UK this year. Combine all of this with a recent Hardware Leaderboard study by the magazine Retail Information Systems News, the North American authority on Retail technology, where surveyed Retailers ranked the DigiPoS Retail Blade #1 in product features, hardware innovation, and overall system performance.

DigiPoS continues to win contracts with large, well known retailers around the world. AAFES (US Army and Air Force Exchange Service), Harrods, Salvation Army, Strandbags, Rebel Sport, Colorado Group, Harvey Nichols, and NEXT are among several retailers who saw the benefits that DigiPoS Retail Blade technology bring to the point-of-sale, such as added value, lowered costs, longer system life cycle, simplified maintenance and higher system availability.

**The internationally renowned retailer Harrods, have reported to have improved system uptime by 40% since rolling out their Retail Blades across their stores.**

DigiPoS Systems supplies Retailers with the tools they need to have more control over their POS estate. Every Retail Blade ships with a diagnostic utility that eliminates the hardware - software guess work when an issue arises, allowing retailers to diagnose the problem remotely for quick identification of the issue. They also can supply Retailers with a Retail Blade First Aid Kit, a spare parts programme which allows them to proactively manage any hardware replacement needs in as little as 45 seconds. Even non-technical staff can replace a Blade motherboard, or hard drive in just an instance, and be back up and running before a customer even has a chance to walk out of a store!

DigiPoS is all about giving Retailers options, simplifying their point of service, allowing them to concentrate supplying the best possible service for their customers. Visit [www.retailblade.com](http://www.retailblade.com) and you can download a free copy of the Retail Blade whitepaper to learn more.

