



Customer since:	2005
Industry:	Retail & Distribution
Total Annual Sales	
Volume:	US\$5 Million - US\$10 Million

International Marketing Services

Company Overview:

International Marketing Services L.L.C was established in 1982 by Al Rais Group of Companies - in U.A.E. which successfully runs business segments such as Telecommunication Services, Real Estate, Household Products, Electrical and Electronic Items Trading / Retailing through dedicated showrooms, Installation and Maintenance of Satellite Receivers, etc. It established a solid wholesale and retail channel and its product line consists of Nokia Mobiles and mobile accessories, Pocket PC's, PDA GPS Phones & PND, IT Accessories & Digital receivers

Business Challenge:

In the highly competitive world of fast moving consumer goods, information such as where and how merchandising is displayed, stock availability, pricing information is essential. After years of adding customized driven software, IMS had a multitude of disparate and independent solutions. This resulted in superfluous up-front expenses, high ongoing operational costs, difficulty with changes, and extra time needed for shift-end and day-end procedures. There were a number of point of sales solutions, with very few integrated into the back-office system.

IMS was not receiving the highest value from their existing technology investments. IMS knew the customers could be better serviced by faster payment response times and operational efficiencies could be gained if the stores were "connected" and information pertaining to sales, procurement and finance could be instantly accessed and available.

The Solution:

With the Cosmic EMS solution there was no double handling of information which, apart from speed, increased accuracy and with the software implemented in a centralized framework meant the information was ready for analysis for the management to take accurate business decisions. With the deployment and implementation of the Cosmic EMS point of sales, the information was collated and updated to the central server giving management quick and easy access to information across all the branches. Oracle's Business intelligence tool was integrated to further augment Cosmic EMS's reporting capability, providing the end user an easy -to-use analysis and reporting solution. This combined with its spreadsheet, excel export, instantaneous graph generation and drill down capabilities enabled users to analyze information in different formats.

Key Benefits:

- ❖ Excellent MIS reporting.
- ❖ Reduced turnaround time of sales outlets.
- ❖ Improved productivity and efficiency.
- ❖ Online and up-to-date information.
- ❖ Improved cost and margin analysis, allowing more intelligent purchasing decisions and more profitable pricing strategies and product mixes.

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