



#### THE FACTS:

- > National electronics retailer with over 100 stores across Australia and New Zealand.
- > Required a robust, fast and user-friendly point of sale system to be implemented across their entire retail network.

#### THE SOLUTION:

- > A customised Shopkeeper™ Plus retail management solution, implemented by Markinson's retail specialists.
- > 24 x 7 x 365 technical support and ongoing customer service.

#### THE RESULT:

- > A reduction in operating costs of 13.42%.
- > PDA-based access to the system on the sales floor, allowing staff to commence sales on the spot.
- > Extremely fast transaction processing, with easy access to an extensive inventory.

## Reaching higher and higher with Shopkeeper Plus

JB Hi-Fi chose the Shopkeeper retail solution with touch screen point of sale (POS), fully integrated back office, integrated inventory, stocktake and purchasing reporting and extremely fast transaction processing.

"We needed a point of sale solution that was easy to use, and really easy to train staff on," says Geoff Craig, Group IT Manager for JB Hi-Fi. "This is very important for us, as we employ a large number of casuals over peak periods like Christmas, so we needed something that they can pick up easily. We also needed a system that could handle our extensive inventory."

"In addition to our major appliances, we stock around 400,000 individual CDs and DVDs, so we needed a system with the capability of managing that. For us, the answer was Shopkeeper Plus from Markinson."

The key features of Shopkeeper Plus include an intuitive touch screen point of sale, fully integrated back office, integrated inventory, stocktake and purchasing reporting, and extremely fast transaction processing — all attractive features to JB Hi-Fi.

the achievement of their business objectives are important factors in its success, "We become trusted partners and contributors to our customer's business growth, turning goals like efficiency, productivity and profitability into very real and attainable outcomes. We continue to work with JB Hi-Fi to ensure that Shopkeeper Plus evolves with their business."

Geoff Craig agrees. Since implementing Shopkeeper Plus, JB Hi-Fi has grown from a handful of stores to over 100 across Australia and New Zealand, with future growth planned. It is constantly enhancing its business practices.

"We have introduced a mobile PDA-based point of sale system, where our staff can actually commence sales out on the shop floor, rather than being tied to the counter, which has increased our sales," Mr Craig says.

**"We are now one of the leading retailers in Australia, and our cost of doing business is down to 13.42%, in part thanks to the efficiency of the Shopkeeper Plus solution."**

"One of our main focuses is how quickly we can service a customer," say Mr Craig says, "We had over a million customers through our stores in the week before Christmas, so we need the fastest, most robust and most efficient system which can grow with us, and meet the increasing demands of our business."

"We have that with Shopkeeper Plus."

Ian Whiting, CEO of Markinson, believes that Markinson's dedication to working closely with its customers and supporting

"We were able to work with Markinson to ensure complete integration between this mobile system and Shopkeeper Plus."

"We are now one of the leading retailers in Australia, and our cost of doing business is down to 13.42 per cent, in part thanks to the efficiency of the Shopkeeper Plus solution."

"I have other point of sale system providers approach me on a weekly basis, but none of their products match Shopkeeper Plus for its ease of use, efficiency and capacity to meet our needs."