



Alice + Olivia accelerates
Asia-Pacific retail expansion
with ChainStorePlus ERM

Renowned Global Fashion Brand

Launched by Stacey Bendet in 2002, Alice + Olivia is a New York-based brand that allows women to express their personal style with clothing that juxtaposes the whimsical and flirty with the sexy and sophisticated. It is also a Hollywood favorite with celebrity fans including Gwyneth Paltrow, Gigi Hadid, Amal Clooney, etc. The brand's expansion to the Asia-Pacific region has become a hot topic in the clothing industry.



Growing Presence in Asia-Pacific Retail Market



While owning over 50 retail stores around the world, Alice + Olivia planned to expand its presence into major Asia-Pacific markets including Hong Kong, Macau, Mainland China, Singapore and Taiwan in 2019 and 2020. Coping with the operational needs of over 10 new stores starting

from September 2019, Alice + Olivia required an integrated point-of-sale (POS) system with Asian local know-how and comprehensive features to realize the rapid rollout. With the successful experience in helping an international retail and distribution transform their retail operations, ChainStorePlus ERM was referred to Alice + Olivia and became its trusted POS

system partner for transiting and managing their operations with a reliable enterprise retail management software solution. The reputation of ChainStorePlus lies in its 30-plus years of technical expertise and project experience in serving major retail brands around the globe, covering more than 3,000 retail points in over 20 countries and regions. The latest cloud-based ChainStorePlus running on Microsoft Azure has come as a promising solution for global retailers to grow fast in Asia and international markets without boundaries, earning Alice + Olivia's confidence for a flexible system that is ready to expand together with its retail business.

Flexible Store Operation Management with All-Round POS System

The high flexibility and scalability of ChainStorePlus allowed Alice + Olivia to roll out a number of new stores in multiple countries and cities within a short period of time. Head of Finance & Operation Asia of Alice + Olivia, Ms. Cynthia Wong comments, "I'm very impressed with how much we've been able to get done in such little time and everyone in the ChainStorePlus team played a big part in making that happen." The core system of ChainStorePlus benefits not only the frontline salesforce, but also the store managers, empowering them to efficiently manage various core operations, such as inventory control, POS administration, online inquiry, management reporting, system health monitoring and user security control, all on just one user-friendly panel by a few clicks.



Customization to Enhance Customer Loyalty

Alice + Olivia understands customers' instant shopping experience and long-term engagement are the backbone of every retail business, hence has adopted a combination of full-featured

modules, such as Customer Loyalty, Promotional Mix & Match Discount and Membership Management. While the Membership Management module enables Alice + Olivia to handle customers' membership type, point collection, renewal and other various membership matters, the Customer Loyalty module streamlines the efforts of Alice + Olivia to maintain good rapport with the valuable customers through recruiting new members, building a centralized customer database and deriving targeted member campaigns. It also automatically records and tracks customers' purchase patterns for better analysis and understanding their buying behaviors.

Coupon Selection Search: Coupon

My Coupons

TESTING%DIS × 1

10% OFF

10% Discount Off

REDEEMCASHDIS × 1

\$ 150

Redeem BP as Cash Coupon

TESTINGCASH × 1

\$ 50

\$50 Cash Coupon

My Purchases

Item	Qty	List Price	Unit Selling Price	Total Selling Amount	Disc Alloc	Net Amount
133237001 Desk accessories Pencil Pouch Set	1	300.00	270.00	270.00	-227.00	43.00
Misc. Amount : 0.00				270.00	-227.00	43.00

F1 + Finish

F2 🔍 Enquiry

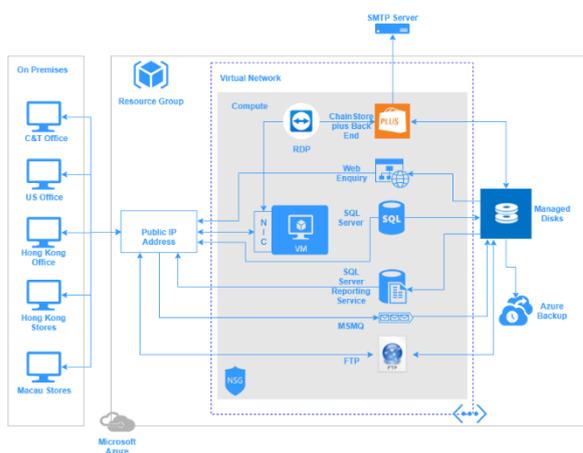
F3 📄 Serial No. Input

F4 ✕ Delete

F5 👤 Member E-Coupon

F6 📁 Online Redeem

Realizing Efficient Retail Expansion with ChainStorePlus



Within only three months, ChainStorePlus managed to implement a cloud-based POS system with holistic functionality to facilitate smooth in-store operations and deliver premium shopping experience. With this, Alice + Olivia realized its market-responsive expansion with an early rollout in August 2019. In the upcoming future, ChainStorePlus will continue to be endorsed to support Alice + Olivia's plan

to scale its fashion retail, helping the international brand to stay competitive in the highly sought-after Asia-Pacific market with a powerful retail management system.