

LANSA Case Study

Shoe-D-Vision runs faster with LANSA for the Web

Shoe-D-Vision, with its head office in Århus, Denmark, is a cooperative of the Skoringen, Feet Me and zjoos shoe retailers, with nearly 300 stores in Denmark and Norway. A LANSA customer since 1992, Shoe-D-Vision used LANSA to build a central iSeries-based ERP system and a PC-based retail back-office system, called SHOEit, installed at the stores. Recently Shoe-D-Vision implemented SHOEweb using LANSA for the Web to give stores online access to the ERP system.



Asger Simonsen, IT manager at Shoe-D-Vision, says, “Shopkeepers don’t have to re-enter any information since SHOEit integrates with our central ERP system and each shop’s Point of Sale system. Now, with SHOEweb, shopkeepers can see which shoes and what sizes we have in stock, then place orders directly in our ERP system. And they can do this at a time that suits them.”

270,000 Outgoing Invoices a Year

The shopkeepers in the cooperative jointly own Shoe-D-Vision, which offers IT, marketing and logistics services. Shoe-D-Vision uses its buying power to purchase shoes from manufacturers in Italy, Portugal, Taiwan and Hong Kong. The stores can also buy their own shoes, so while 70 percent of a shop’s inventory is identical to other shops in the chain, they create their own style and image with the remaining 30 percent.

“We started to use LANSA in 1992 when we moved from the IBM S/36 to the AS/400,” says Simonsen. “Our major reason for selecting LANSA was its productivity and cross-platform capabilities. We wanted to deliver local PC-based solutions for the shops as well as a central iSeries-based ERP system with our own small development team. In fact, I was the only developer at that time.”

“In the first year, I built our core ERP system, SHOEerp, with LANSA for iSeries. The year after that I used Visual LANSA’s predecessor (LANSA PC/X for OS/2), to build a PC-based retail back-office system, called SHOEit, which we rolled out to the shops in 1993. Since then, both systems have been continuously upgraded and enhanced.”

“Although many of the transactions between each shop’s back-office system and our core ERP system were automated, shops still used to email, fax or phone stock inquiries and manual orders. Not only was this expensive, it was also inconvenient for the shops as our customer services center was only open during normal office hours.”

“Making invoices available online gave a ROI in under four months.”

“While shops must maintain inventory of shoes that we promote via TV commercials and other marketing programs, they also have the option of buying shoes and other related products from Shoe-D-Vision’s own stock. They can also buy goods from other vendors.”

“Whether the stores buy from the cooperative or other vendors, ordering, invoicing and delivery is always via Shoe-D-Vision. In 2004, we had 270,000 outgoing invoices that we had to post along with other financial reports and statements. We also used to post a photocopy of the vendor’s original invoice to each shop. This was very labor intensive and postage was expensive. We had to find a better solution.”

“We really needed to provide 24x7 online ordering service to the shops.”

“So in 2004, we gave the stores online access to the Shoe-D-Vision ERP system using LANSA for the Web and also automated the ordering of shoes for upcoming promotions. While we now have three developers, including myself, it is still a small team compared with our industry peers,” says Simonsen.

SHOEit Back-office Retail System

As each shop-owner may own a number of shops, SHOEit is installed at more than 80 main group offices and manages the inventory for up to 17 shops in each group. The SHOEerp system tracks total group inventory, but takes orders from and delivers to the individual shops.

When each shop closes its POS system, it sends sales, order and stock movement information back to SHOEit, which updates group inventory and generates orders for the group. Overnight SHOEit sends files back to each shop in the group and the local POS databases are updated with order confirmations, delivery notes, product updates, including new item numbers, pictures and prices, plus client and other information.

“For shoes that are part of the next season’s promotion, SHOEerp automatically creates unconfirmed orders in SHOEit and when the orders are confirmed, sends electronic delivery notes. When the shop receives the



order, they indicate any variations in their SHOEit system and inventory is automatically updated," says Simonsen.

Claus Lernø, a shopkeeper with three shops in the Skoringen chain, says, "SHOEit is designed to meet all our business needs from POS, stock management to sales statistics. We don't have to re-enter any information, because all relevant information is exchanged with the central Shoe-D-Vision system."

"All the boring stuff is removed and we can concentrate on buying the right shoes and move the shoes around to the shops that are selling them. SHOEit makes the job easy."

SHOEweb Online Access for Shops

The Web system, called SHOEweb, was developed with the help of Futura Data, a LANSA Business Partner in Denmark.

"Now shops can see which shoes and what sizes we have in stock and place orders directly in our ERP system, at any time they want. We get far fewer phone calls, email and faxes. Each week we receive an average of 200 orders via the Web," say Simonsen.

"Now shops have online access to invoices and outstanding balances, we have stopped mailing invoices and other financial reports and statements. Vendor invoices are now scanned and available online in SHOEweb."

"Making invoices available online gave a ROI in under four months. Not mailing 270,000 invoices a year saves a huge amount in stamps and 1½ full time staff in labor."

"The cycle of invoicing and payments is also faster, especially in Norway where mail takes three or more days to arrive. Now invoices are available to the shops via SHOEweb seconds after we generate them in our system."

"With the Web site it is also easy to survey interest in volume-

based vendor offers. The shops make conditional orders that are not processed until we place our central order with the vendor."

"The new LANSA IDE looks great and adds even more to our productivity."

"With the paper-based system, we had to wait for a week or more to collect responses and then key them in manually. Now we can make a decision on special vendor offers within a day. And shops can instantly see the status of these offers," says Simonsen.

"Our internal people have browser access to the ERP system, reducing the need for printed ERP reports," says Simonsen. "It is now easier for them to look at the data online."

"The Web solution saves the shops and us a lot of time," says **Lisbeth Malfeld**, purchasing and logistics manager at Shoe-D-Vision. "Before SHOEweb, we produced detailed information on paper about new shoes including descriptions, colors and sizes, sent it out to the stores, waited for a week or more until the shops sent in their orders by phone, fax or mail, then keyed them in."

"Now it's all done through SHOEweb, it saves us more than 15 hours per week. And the shops put their orders in at a time that suits them best. It's a real win-win situation. I'm looking forward to getting more business processes on the Web," says Malfeld.

Lernø, agrees, "I am no longer limited by Shoe-D-Vision office hours and have more freedom to work when I have the time. With SHOEweb I can order shoes for immediate delivery since I know exactly what sizes are in stock at the time I order them."

Growing with LANSA Since 1992

"LANSA has evolved enormously over the thirteen years we have been using it and let us evolve our systems as well," says Simonsen.

"The new LANSA IDE looks great and adds even more to our productivity by giving us a single integrated view of available components, code and resulting functions."

"We are very proud of the efficient business systems we have achieved with LANSA. The shops pay us to make sure we have the right systems and tools to provide a competitive advantage. We certainly have been able to do that and on a very modest budget."

"We are a small team of three developers, including myself, plus three network support staff. LANSA lets us deliver and maintain a Windows system for the shops, an iSeries ERP system and a dynamic Web solution, all with a single tool set," concludes Simonsen.



Asger Simonsen, IT manager at Shoe-D-Vision has used LANSA since 1992 to build iSeries, Windows and Web applications to provide Shoe-D-Vision with a competitive advantage.

Company and System Information

- Shoe-D-Vision has its head office in Denmark, north of Aarhus, where 45 employees take care of the purchasing, logistics, marketing, training, store design, merchandising as well as retail IT and operating advice for nearly 300 shops. Through its chains Skoringen, zjoos and Feet Me, Shoe-D-Vision supplies Danish and Norwegian consumers with some 3.6 million pairs of shoes a year. For more information visit: www.shoe-d-vision.com
- SHOEit was developed with Visual LANSA and integrates with the Visual Basic-based POS systems, called SHOEshop, installed in each individual shop and with the central LANSA for iSeries ERP system. Most SHOEit sites run on Windows 2000, and connect with two or three individual shoe shop POS systems. Shoe-D-Vision uses an IBM iSeries 270 for operations, Web serving and development.
- Futura Data A/S is a LANSA Business Partner in Denmark. For more information visit: www.futura-data.dk

The Americas:
Headquarters – Chicago, USA
Tel: +1 630 874 7000
Email: info@lansa.com

Europe:
Headquarters – London, UK
Tel: +44 1727 790300
Email: info@lansa.co.uk

Asia Pacific:
Headquarters – Sydney, Australia
Tel: +61 2 8907 0200
Email: info@lansa.com.au

www.lansa.com

LANSA
ADVANCED SOFTWARE MADE SIMPLE