



Client **SUCCESS**

# Aerosoles steps up sales with VCSTIMELESS

Rui Pinto, Logistics Director, Aerosoles

AEROSOLES

Leading American footwear manufacturer and retailer, Aerosoles, operates in a dynamic and fast-moving marketplace where the turnover of products is high and the seasons are short. In order to survive in this fast-paced climate of change, Aerosoles needed a robust and reliable solution to manage its network of owned and franchised stores.



The Aerosoles / VCSTIMELESS partnership dates back to 1998 when Aerosoles selected the VCSTIMELESS point of sale solution, Columbus Ret@il, to increase the exchange of «real time» data between its 75 stores and franchise network and the European head office in Portugal. Following a successful roll out and a dramatic increase in efficiency and sales, the footwear retailer extended its use of the Columbus solution in 2004 when it purchased the Columbus Regional module to manage its stores in France, Germany, Spain and Holland. This module allowed Aerosoles to make decisions at a local level which could be monitored and analysed by the head office.

## Sales up by almost a quarter

The professional software suite from VCSTIMELESS has proven to be a fundamental tool in Aerosoles' strategy. The retailer has reported a 23% increase in sales compared with the same period last year. The Columbus solution has delivered these results by improving key processes and operations in Aerosoles' retail chain, from purchasing, merchandise management, allocation, sales, pricing and promotion to CRM, supplier relationship management, customer loyalty, store management and analytics.



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Aerosoles carries more than 150 SKUs per season (excluding all size and colour combinations). The exchange of «real time» data and improved visibility through detailed sales/product and store information have been critical to increasing control over purchasing and optimising stock management.

Rui Pinto, Logistics Director for Aerosoles, is delighted with the results. «Our main objective was to acquire a robust IT solution which would support both sales channels: stores and franchises. We selected the Columbus solution as it had proven itself to be stable and reliable in delivering accurate data between the stores and our head office. This has undoubtedly contributed to an increase in profits,» he comments.

### International Experience

Aerosoles has achieved phenomenal success across Europe thanks to the expertise of VCSTIMELESS whose European and global network have been essential to understanding regional requirements and variations. Rui Pinto acknowledges that in order for Aerosoles to achieve their objective of extending their store network to 120 stores in the next 4 years, they will continue to rely in the strong partnership they have developed with VCSTIMELESS.

Cegid retail is a leading international software solutions provider to the specialty retail sector, with over 1,000 retailers and 20,000 stores across 64 countries using Cegid's integrated retail management solutions. Solutions include merchandise planning, manufacturing, sourcing, merchandise management, supply chain, CRM, point of sale and business intelligence.

Cegid retail is part of the Cegid Group, a global provider of enterprise applications, created in 1983. The group has more than 2,000 employees and 241 Million Euros revenue.

VCSTIMELESS was acquired by Cegid Group in September 2008.

«We see our partnership with VCSTIMELESS as fundamental to our future expansion plans, helping us generate powerful analysis, dynamic stock control and greater independence in store, especially for our franchises who will place orders directly with the head office.»

#### **Aerosoles EMEA:**

Founded in 1987, Aerosoles is a leading American manufacturer and retailer of affordable, high quality, comfortable and fashionable shoes. Aerosoles shoes are currently sold in Aerosoles retail stores, through the Aerosoles catalogue, and in thousands of department and speciality stores across the world. Based in Portugal, the European head office manages a network of 75 stores, including 15 franchises in Portugal, France, Spain, Holland, Cyprus and Germany.