

VASP

VASP transforms its distribution process with new ePOS system



"The new HP ePOS system is helping us automate a huge part of the communications and processes that connect us with our agents. In doing so, it is saving time, modernising the way we do business and allowing us to offer new services to consumers and publishers alike."

Pedro Pinho, chief information officer, VASP

HP CUSTOMER CASE STUDY:

VASP streamlines its distribution and billing processes with efficient Point of Sale System

INDUSTRY:
Distribution

OBJECTIVE:

Streamline distribution and billing processes and allow the development of new services and revenue streams.

APPROACH:

Assessed electronic Point of Sale (ePOS) solutions from IBM, Toshiba, Olivetti and HP, looking for a cost effective, compact and efficient solution that would work as part of its Kios Kube solution.

IT IMPROVEMENTS:

- Automates communications between the company and its agents, allowing more accurate, timely information to be shared instantly
- Replaces a wide range of previously installed equipment ranging from standard tills to aging ePOS systems with a new, sleek, user-friendly unit
- Installed in a matter of hours, including full training for the agent, making the transition painless

BUSINESS BENEFITS:

- Developed new services that will create new revenue opportunities for the company and its agents
- Collates invaluable detailed information on consumer preferences and behaviour through a new loyalty scheme
- Streamlines the previously manual process for an accurate and real-time view of distribution and billing
- Captures sales information allowing VASP to reduce the volume of unsold products



VASP is Portugal's largest press distributor, responsible for distributing a range of best-selling newspapers and magazines to close to 10,000 agents across the country. Most of these agents are small sole traders and street vendors who track the sale of stock manually, making the process of measuring sales and invoicing accordingly time-consuming and inaccurate. VASP wanted to explore a more modern way of automating the tracking of sales and payments by introducing a new electronic Point of Sale (ePOS) system.

MODERNISING SYSTEMS ON A TIGHT BUDGET

"We had spent six years struggling to find the right hardware for our Kios Kube solution which is designed to connect our agents with our systems and deliver an integrated solution that automatically collates invoices and deliveries and



communicates sales on our products,” explains Pedro Pinho, chief information officer, VASP. “The principal challenge was to find a solution that is cost-effective as our agents have small turnovers and so can’t invest in expensive equipment. Furthermore, over 90 per cent of agents are unable to get traditional loans so we wanted to combine a new ePOS system with a flexible leasing scheme to attract as many agents as possible.”

After examining products from IBM, Toshiba and Olivetti, VASP turned to HP for advice. The HP ap5000 All-in-One Point of Sale System is designed to meet the space and performance requirements of retailers of all sizes and so fitted the bill perfectly, while HP Financial Services could provide a flexible payment plan that would allow agents to lease the system for as little as €14 per week. In addition, the sleek, modern design of the ap5000, combined with HP’s status as a trusted brand, made it an attractive investment for the agents.

The HP Point of Sale system works alongside Sage Retail 2011 software to make up the Kios Kube units which VASP then offers to its agents, along with a three year service contract.

REAPING THE BENEFITS FOR VASP, AGENTS AND PUBLISHERS

In the first three months VASP deployed 200 units to agents across Portugal – each installation taking only four hours, including training the agent. Since then, multiple benefits have been realised quickly – for VASP itself, the agents and also the publishers.

“For VASP, we can track sales much more accurately and in real time which helps us streamline the distribution process and reduce the volume of unsold products. It also allows us to look at offering new value-added services which will bring in extra revenue for us and the agents,” adds Pinho. “For the agents, it is an affordable, attractive solution that helps them manage their business more effectively and promises the prospect of new revenue streams in the future. For publishers, it allows them to track consumers through loyalty schemes. The data we are collecting is proving invaluable to the marketing teams at the newspapers and magazines.”

EXTENDING THE DEPLOYMENT

With the first 200 units having proven a great success, VASP is keen to extend the deployment to as many agents as possible in the coming years, as well as develop new services that can be offered through the new system.

“We hope to deploy a further 400 units this year with a view to eventually having an established user base of 3,000,” concludes Pinho. “This will enable VASP to continue to provide the best service to its consumers, agents and publishers while helping us develop new services that add value to every part of that eco-system.”

CUSTOMER SOLUTION AT A GLANCE:

PRIMARY APPLICATIONS

- SAGE

PRIMARY HARDWARE

- 200 x HP ap5000 Point of Sale Systems

HP SERVICES

- Financial Services

To learn more, visit www.hp.com

