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all touchpoints in your Business

## KL SOGO ensures customer satisfaction with the HP Retail/Point-of-Sale Solutions

"The new HP system has helped to improve transactional operations. Where once it took up to 3 minutes to perform a transaction, now it only takes 1 minute. That translates to the capturing of more sales and therefore more revenue. It also reduces the queue time and increase customer satisfaction."

– Eddy Chan, Chief Operating Officer,  
SOGO (KL) Department Store Sdn. Bhd.



### HP rp5700 Retail/Point-of-Sale Solution

The HP rp5700 Retail/Point of Sale System boasts retail-hardened build quality, an impressive five-year lifecycle, and a wide range of POS options to keep ever-expanding businesses competitive. Its highly-flexible point-of-sale platform will maximize retail results with technology that is relevant today and beyond.

#### Versatility

Easily adaptable to suit any and all retail needs, the rp5700 can be enhanced with flexibility and scalability that come in one standardized hardware and image setup for ready expansion of business and easy deployment across multiple outlets. Existing peripherals can be fully utilized and the system also functions as a business productivity computer to maximize cost efficiency.

#### Lifecycle Management

A stable platform ensures that businesses are grounded on a solid foundation of reliability, and the core components and key technology of the system will be held stable to minimize disruption to operations. The HP Product Change Notification program also provides proactive communication on product changes not covered in the 5-year lifecycle, so that current and future needs are met with ease. POS systems can also be managed remotely from a single location with feature-rich Alert Standard Format (ASF) 2.0.

#### Staying Ahead in the Environment

Boost productivity with a host of processors, features, technology and operating systems that can address unique retail requirements and reduce downtime for greater efficiency. The rp5700 also allows for extended connectivity and expandability with a range of retail accessories such as printers, keyboards, barcode scanners and touchscreen monitors, and is equipped with the necessary support for dual independent display through built-in SDVO/ADD2 connectors.



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## Challenges

- Reduce and manage operating costs
- Increase efficiency and productivity
- Staying ahead in the industry

### Retail/Point-of-Sale Solutions

SOGO (KL) Department Store Sdn. Bhd. (KL SOGO) is one of the leading retail department stores in Kuala Lumpur, with a 17-year history that began as part of the Japanese chain, Sogo Co., Ltd. As a major player in the retail industry, keeping customers happy and being ensured of their loyalty is a constant challenge. When KL SOGO, on the brink of closing its doors, underwent a change of ownership in 2002, there was a need to revolutionize the structure and system in order to turn the company around and bring it back to the forefront of the retail industry.

An area that KL SOGO made one of its top priorities was customer satisfaction and service efficiency, which led to the search for quality, reliable solutions for its front-line cashier and customer service counters. KL SOGO wanted a solution that would reduce individual and cumulative transaction time, subsequently becoming a more cost- and energy-efficient alternative. This resulted in KL SOGO adopting the HP Retail Point-of-Sale solution for its business operations.

### Why HP?

SOGO has recognized that the retail industry is changing and evolving rapidly, and that fellow major players have begun to see the importance of the role that information and communications technology (ICT) plays in the industry. SOGO's investment in HP's business solutions in 2009 has helped it to keep abreast of these developments as HP provides a proven roadmap for hassle-free technology implementation as the business grows. Using HP also gives peace of mind in the form of its world-class after-sales support system for all of SOGO's front- and back-end solutions. Crucially, this reduces excessive technical support costs and allows SOGO to focus on growing its business.

### Better connectivity leads to greater efficiency and productivity

Prior to adopting HP's retail solution, SOGO's semi-manual transaction system did not allow for keeping track of its in-store stocks and performance. With the change in technology, SOGO is now able to keep track of how much revenue the sale of each item brings in at a gross level. SOGO is also able to monitor the revenue of each department, item category and sub-category, and individual stock-keeping unit (SKU) code.

### Fast and easy transactions increase customer satisfaction

With an average number of 16,000 transactions and 80,000 customers a day, it became crucial for SOGO to ensure its front-line point-of-sale systems were able to operate efficiently to ensure smooth transactions and customer satisfaction. A broad selection of fully-supported client management solutions effortlessly maintains and updates the HP rp5700 Retail Point-of-Sale system for minimal disruptions to daily business operations.

### Built to last, with outstanding support

The rp5700 is designed to ensure remarkable durability in any retail environment. In line with SOGO's bid to reduce operational costs and increase environmental efficiency, the rp5700's advanced thermal design with a dual-fan cooling system protects the system and allows for an extended PC life against wear and corrosion.

HP's award-winning support system provides reliable, hassle-free and personalized services via HP Total Care throughout the computer's lifecycle, from pre-purchase to transition and recycling.

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# positioned

to seize opportunities with HP



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