



CASE STUDY

Briscoe Group Ltd

Customer:

Briscoe Group Ltd
www.briscoegroup.co.nz

Industry:

Homewares
Sports Equipment
Apparel

Existing Challenges:

Existing system was very modified, making it difficult to upgrade and restricted upgrades in the future

Implementation Highlights:

Implementation and Go-Live ran very smoothly

Key Benefits:

novaRetail successfully integrated with existing POS software, providing a systems platform to facilitate further expansion and growth in the future

Briscoe Group Ltd

Briscoe Group (BGR) retailing interests include 40 Briscoes Homeware stores, 32 Rebel Sport stores, 13 Living & Giving stores and 1 Urban Loft store with a consolidated revenue of \$408 million. Briscoes Homeware is a discount store selling exclusively homeware product with Rebel Sport being the largest sports equipment and apparel chain in New Zealand. Living and Giving and Urban Loft are specialty homeware stores offering lifestyle and gift options that combine quality and value.

The Problem

Briscoe Group was running a very modified ERP system, which had changed so much it had become difficult to upgrade and also restricted their ability to easily upgrade in the future. Briscoe Group was looking for a vendor to provide the group with a worldwide recognised "tier one" solution based on best practice retail processes, that would provide an excellent merchandising solution, which they saw as the key to their ERP solution.

Briscoe Group was also experiencing considerable growth and required an ERP system that would meet the needs of the business now and into the future.

The Solution

CIBER ANZ was selected by Briscoe's to implement CIBER's out of the box ERP retail package called novaRetail. novaRetail is a fully integrated and pre-configured packaged solution from CIBER, based on SAP best practices. novaRetail solutions enable companies to cost-effectively implement an optimised SAP Retail solution with a proven methodology and change management toolset that helps to reduce cost and risk through the project.

CIBER was chosen to implement a number of SAP functionalities including Master Data Management, Merchandise Management and Planning, Sales and Distribution, Purchase Orders, Logistics, Finance and Business Warehouse. "Our selection process led us to conclude SAP was the right software system for us to move forward with and that CIBER was the right partner to ensure an optimal implementation", says Geoff Scowcroft, CFO Briscoe Group Ltd.

Why CIBER?

After deciding to upgrade their existing ERP system, Briscoe Group examined several key ERP vendors before choosing CIBER. "SAP was the best fit for us, and CIBER were quickly establishing a strong local presence, leveraging its international retail experience as well as SAP's global expertise" says Geoff Scowcroft, CFO Briscoe Group Ltd.



URBAN LOFT



The Benefits

CIBER's novaRetail solution has successfully integrated with Briscoe's existing point of sale software, and provided the systems platform to facilitate further expansion and growth in the future. The project went live with financials in April 07, with Trial Go-Live of 6,000 articles within the 'Manchester' category in August 07 and the full Go Live occurred in October 07 for the homeware operations. Sporting goods operations completed their full Go Live in February 08.

The go live at Briscoe's went very smoothly which was due to extensive testing and good planning. Briscoe's CFO Geoff Scowcroft said "ERP solution implementations are never 'easy' however we managed a relatively smooth implementation to SAP with the expert assistance of CIBER ANZ. The quality of their consultants was consistently high and they were always prepared to work with us to find solutions to problems as they arose. A key to their expertise, we feel, is their knowledge of retail businesses and therefore their ability to understand issues from a retail perspective rather than a pure IT systems viewpoint."

About CIBER AU/NZ

CIBER's success in Australia and New Zealand has been built on the retail industry's main priority today: integration of systems, data and processes to provide a seamless retail management and customer experience across multiple channels.

Our customers include numerous high profile brand names such as Postie Plus Group Ltd, B&Q, Direct Wines, Trade Depot, Dunelm Mill, French Connection, Goldsmiths, and Halfords.

CIBER AU/NZ is part of CIBER, Inc. (NYSE: CBR), a leading international systems integration consultancy providing superior value-priced services to both private and government sector clients. CIBER's global delivery services are offered on a project or strategic staffing basis, in both custom and enterprise resource planning (ERP) package environments, and across all technology platforms, operating systems and infrastructures. CIBER serves client businesses from over 60 U.S. offices, 20 European offices, four offices in Asia and 3 offices across Australia and New Zealand, operates in 18 countries with 8,000 employees, and has an annual revenue of more than \$950 million. CIBER is included in the Russell 2000 Index and the S&P Small Cap 600 Index.



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