## Appliance and Electronics Chain Experiences Rapid Growth Using a Simple Philosophy

A chain of discount centers in California was founded with one simple philosophy: Offer customers brand name, first quality merchandise, the best prices, and make a few friends along the way.

This chain of retail outlets helped establish the discount trend in California. The company earned its reputation in the community by providing customers state-of-the-art electronics, appliances, and cameras sold in a friendly, family-oriented and unpretentious atmosphere.

Customers responded enthusiastically. The new system performed well and the company was well positioned for growth.

### A growth oriented system was needed

Like many other companies, this retailer found that their existing computer system, a second generation proprietary system, was limiting the company's growth. Overloaded hardware, a difficult to learn application, and inadequate support convinced the IT director that a new system was needed. What were the new requirements?

- Open operating system
- 4GL language so that development would be more intuitive and natural.
- State of the art relational database.
- Feature rich software application
- Intuitive, easy to learn interface.
- Programming toolkit to make modification fast and easy.
- Easy integration of bar code scanners.

### Faster information

"The basic reporting capabilities really have become an integral part of the daily life of our front-line executives. Each person wants to see something that's just a bit different, and with Titan, that's easy. In fact, we've even integrated Apple hardware so that people who prefer them can stay productive. Inventory turns analysis, daily sales, activity reports, and daily inventory valuation reports are the kinds of management tools that we now can provide our decision makers."

### Scanning Inventory

"Warehouse personnel are always on the move, we need a data collection system that could move as quickly as our guys do. So we implemented Intermec hand-held bar code readers to make inventory shipping and receiving faster, easier, and more accurate. All inbound or outbound stock is scanned using lightweight, portable scanners. Since we know exactly what we have in all of our locations, we're able to fill orders we might have lost before using Titan.

"Before implementing our new system, physical inventories took two or three days. We were forced to close our 60,000 square foot central warehouse. Downtime was really costing the company. Any time you can't ship products, you lose sales. Thanks to Titan, and our bar code data collection system, our physical inventories now take only five or six hours, and we don't have to cease normal operations. Senior management loves it."

### Ease of Use

"Employees who have never use a system before find Titan very easy to master. From the office, to the showroom floor, to the warehouse, our people are very satisfied with the system. Navigating the system Is intuitive and consistent. In addition the full on-line context sensitive help is always available for those who need a little more guidance."

### Justified

"The really exciting part of the decision is that Titan is paying impressive dividends for the company. Sales have increased approximately 30%, inventory is down 20%, dead stock is down 50%, and we've added four turns per year to the average inventory item. With numbers like that, its easy to see why we like the system so much."

### Specifications

- Hardware: IBM RS 6000 family running AIX.
- Software: Titan
- Modules Installed: Accounts Receivable, Accounts Payable, General Ledger, Inventory Management, Order Processing, Purchasing, Payroll, Titan Utilities, and Point of Sale (Counter Sale).
- Bar Code Equipment: Intermec Hand-Held Scanners.
- Users: 80 Concurrent
- Environment: Retail Electronics, Appliance and Camera Stores.
- Inventory Items: 10,000
  - Note: This retailer installed the product in 1998. It is still in use today. Talk about return on investment. How do you beat this?