

## **IBM Beacon Awards**

Category : Best IBM WebSphere on Demand Solution

\* Company Name: Esthetics International Group (EIG) Berhad

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\* Are you an IBM Business Partner? No

### **Please provide product/solution name (if applicable)?**

I-Power's On-Demand e-Point of Sales (e-POS) with loyalty system, and I-Power eStore, eHR and eCRM (herein refers to as I-Power ePOS)

### **\* Is this a repeatable solution?**

Yes

### **\* What is the target customer size for this solution?**

Retail & Distribution Industry – multiple check-out counters in single or various locations.

### **\*What is the business case for this product or solution? For example: what business need does the product or solution solve; who is the target market; what is the size of the market opportunity; what is the business model; what are the competitive differentiators?**

I-Power's ePOS is a web based point-of-sale software for retail management solutions. It fulfills the basic business needs of any organization in terms of sales orders processing, clients appointment management, marketing promotional management, staff attendance, claims and expenses management, sales commissions computation and inventories management. It is highly scalable, and designed for single stores up to large multinational chains.

The e-Solution is simple yet sophisticated as it is tightly integrated with customer loyalty system interfaced with relevant eCRM, eHR and eStore features and functionalities that enable an organization to run its business exactly the way it should be run - to respond to its customer needs instantaneously yet enable internal staff members to collaborate effectively amongst themselves, and to maintain an online presence that is always available.

The integrated e-Solution is most suitable for fast growing companies that require real-time consolidated information such as total sales of the company. The information can be analyzed by branches, sales personnel, territories, products and gross margins sale. It also provides online access to IT savvy clients who wish to check their appointments availability, products and service history and make online enquiries.

The e-Solution competitive differentiators that help to resolve the following EIG's business needs

- Compete with business rivals with productivity improvement
- Ride the changing dynamic wave of consumerism with on demand business and innovations
- Improve customer service and satisfaction with better response time
- Handle inventory management system effectively and efficiently
- Reduce operation costs and improve profits
- Launch flexible campaigns and promotions simultaneously across all stores through customizable rules engine
- Improve internal staff collaboration with better workflow
- Enhance coordination across the entire organization
- View trends immediately with embedded analytics

- Gain insights with multi-dimensional analysis
- Build on web based architecture. It allows users to access the system anytime, anywhere. The cost of implementation and network infrastructure is less.
- Maintain easily with additional client software
- Design to be adaptive
- Integrate readily with e-Commerce

I-Power's ePOS is designed to meet the specific business needs of EIG, with rapid deployment, customization flexibility and seamless integration to their existing legacy systems. The system can be implemented in incremental phases and has the design flexibility to cope with any future requirements to scale upwards.

I-Power solutions are built on open standard technologies such as IBM e-Business frameworks, Java technologies and IBM middleware such as DB2 DWE and Websphere Application Servers Network Deployments. The system is highly scalable and platform independence. Hence, the underlying architecture has high portability and interoperability across heterogeneous systems. I-Power is the first and only IBM's eBusiness Certified Business Partner in Malaysia. Other certifications with IBM include IBM Premier Business Partner, and recently awarded IBM's Independent Software Vendor (ISV) Advantage Partner. Out of over 50,000 IBM business partners worldwide, only 190 belong to this exclusive ISV Advantage Partners group.

**\* Please describe concisely what the product or solution does.**

As a start to revolutionize the traditional method of skincare and wellness business, EIG was seeking to replace the batch processing point of sales (POS) system that had been used in EIG for 3 years. In addition, we were also looking for solutions to enhance the productivity of our employees, improve the relationships with our customers, revolutionize current business practice, and increase transparency in business workflow.

The system is fully web-based with centralized IBM DB2 data warehouse, equipped with IBM WebSphere application servers. All modules are fully integrated with rooms for scalability, suitable for companies like EIG that is looking forward to expansion in the next few years. I-Power's solution is capable of integrating with EIG's legacy system to provide seamless integration into our existing business processes. With eBusiness solution in place in EIG, all branches are fully connected to the EIG's headquarter with real time access of information.

With I-Power's web-based solution, EIG management is able to access critical business information in real time and utilize the reporting tools to provide precise analysis and quick decision making. For example, "With the I-Power's ePOS, our Marketing department manager is able to acquire and analyze the effectiveness of our campaign and promotion on the very first day of the campaign," explains Mr. Lim, Executive Chairman of EIG. With the flexibility in marketing automation, EIG can also come up with more marketing campaigns that target at different customer segments. With real time access to information, the management is able to react quickly to market fluctuations and requirements, based on instantaneous booking information, sales analysis, marketing analysis, stock reports and member programs reports.

With many branches located in different regions nationwide, EIG experienced the difficulty to communicate to all sales outlets simultaneously since the information is not centralized. With I-Power's ePOS system, it provides everyone along the value chain an access to the same information and services on the fly, regardless of location. A beautician, as explained by Mr. Lim, is able to inquire the stock quantity of an item at all branches and headquarter with just a few clicks.

With Inventory Management in place, EIG is in better position in controlling its stock and reducing human related errors. I-Power's ePOS is capable of arranging stock transfer across different stocking locations. "I can see my stock level and sales in real time, knowing which products are in high demand, and which are not," describes Mr. Lim.

**\* In 75 words or less, describe the quantifiable benefits that have impacted the customer by using the product or solution.**

I-Power's ePOS, eHR, eCRM and eStore significantly increase EIG's bottom-line with lower operation costs, better customer service and improved marketing management. EIG can respond to customer needs faster, within one day. EIG expects to save thousands if not millions in operation cost through inventory management, reporting, and productivity improvement. With on-demand strategy, we are transforming business through system centralization and workflow, making full use of our total resources and providing always available online presence.

**\* What IBM and Lotus products made the solution possible or successful?**

WebSphere Application Server Network Deployment  
IBM DB2 Warehouse Edition Unlimited Edition Processor

**\* Please list the IBM and Lotus Software certifications your firm has achieved that contributed to The success of this solution.**

IBM e(logo)server Certified Specialist -- pSeries AIX System Administration  
IBM Certified Solutions Expert -- Business Intelligence  
IBM Certified Solutions Expert -- DB2 UDB V7.1 Database Administration for UNIX  
Windows and OS/2  
IBM Certified Specialist -- DB2 UDB V6/V7 User  
CLP Domino R5 Application Developer  
CLS - Domino R5 Designer Fundamentals  
IBM Certified Specialist -- MQSeries  
IBM Certified Specialist -- IBM WebSphere MQ Integrator  
IBM Certified Solutions Expert -- MQSeries Workflow  
IBM Certified Specialist -- IBM WebSphere Application Server Advanced Ed. V3  
WebSphere Solution Sales Professional  
IBM Certified for e-business -- Solution Designer  
IBM Certified for e-business -- Solution Advisor

**\* Please provide any additional information you believe may help the judges evaluate the nomination.**

I-Power Berhad URL is <http://www.ipowerbiz.com.my>

**\* Why have you nominated this Business Partner?**

I-Power is our obvious choice in assisting us to improve and streamline our business processes. They have proven track records with customers like Amway, eCosway, Fella Design, Sony, Tele Dynamics, and many more, providing excellent and impressive e-Business solutions. We have studied carefully their background, and with their products, consultancy, prompt & quality response, and most importantly solutions that fulfill our needs. I-Power has convinced us with its leading edge technology and its commitment to stay ahead in business solutions with its R&D investment in data mining, business intelligence and e-Business.

A critical aspect of our decision to appoint I-Power as our solution partner is their proven track record in sizable on-demand e-business deployment and implementation. Moreover, they have in their arsenal a most extensive suite of e-Solutions which completely enable us to complement our brick and mortar infrastructure with a click and mortar strategy from B2C with their eCRM, eStore and ePOS; B2B with

their eAgency, eProcure and eAuction, and B2E with their eHR, eFinancials and eIBIMM ( a data mining engine).

EIG needs a solutions provider that is here to stay for the long term and will provide us the service that we require continuously.

**\* How would you describe your overall satisfaction with the value you receive from doing business with the nominee?**

We are very satisfied with I-Power's commitment to deliver e-business solution to our satisfaction. I-Power maintains a high level of competence and expertise to its clients

**\* How would you describe the degree to which doing business with the nominee helps you better serve your own customers?**

As EIG's business depends heavily on our service quality to our customers, we are now able to bring our customer experience to another level of excellence with I-Power's solutions. Being a customer of EIG, when he/she walks into one of the EIG's outlets, the customer's information can be retrieved instantly from the I-Power's ePOS solution. A beautician is able to know his/her customer life style through the survey recorded, purchase history, appointment history, voucher purchased, complaint history, etc. Having this vital information on hand, EIG is able to improve its services to the customers with shorter response time. Any complaints can be recorded through the ePOS system and is instantly routed to the respective customer service representative for appropriate actions. All complaint history is recorded and used in knowledge base for quick future reference.

“With the solution, we have improved our services to our customers. Our beauticians can focus on the needs of the customers, and not worrying about finding, retrieving or misplacing the customers' records. This has given us confidence to expand our business without losing control of the quality and services provided to them,” says Mr. Lim. “Now our customers can experience a heightened level of services from EIG, ahead of our competitors.”

**\* All things being equal, how likely are you to engage the services of the nominee in the future?**

We are certainly going to employ I-Power for our future business projects. With an intention to expand our business overseas, we need to make sure that our system is capable of coping with the future needs. I-Power's solution offers exactly what is required in our roadmap. Ultimately, with I-Power's e-Business solutions in place, we are looking forward to achieving business excellence through innovation in business processes that we deliver not just to our customers, but to our partners, suppliers and employees.

**\* How likely would you be to recommend the services of the nominee to other businesses or business associates?**

We are willing to recommend I-Power to our business associates.

**Customer reference #1 (required)**

**Please rate the Nominee in each of the following areas:**

- \* Technical Support : Excellent
- \* Responsiveness: Excellent
- \* Follow Through: Very good
- \* Innovativeness of Solution: Very Good
- \* Expertise: Excellent
- \* Value of Solution Delivered: Excellent

- \* Integrity: Very Good
- \* Quality of Solution: Excellent