



# *Galeries Lafayette selects StoreFlow for enterprise-wide integration*

**In France, no department store brand is more well-known than Galeries Lafayette. Galeries Lafayette and Nouvelle Galeries department stores regularly host exhibitions by the world's top designers. Both stores offer private-label and designer apparel from Christian LaCroix, Jean-Paul Gaultier, Kenzo, Valentino and Yves Saint Laurent. With more than 60 stores throughout France, Galeries Lafayette's annual sales consistently exceed \$5 billion, making it one of the largest retailers in Europe.**

**In early 1998, Galeries Lafayette was successfully running IBM GSA software at its point-of-sale (POS) stations. But they lacked a centralised system for price-lookup. The company also wanted to move towards enterprise-wide integration – while leveraging a more open environment.**

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## **Summary**

**Industry sector**  
Retail Point-of-Sale

**Location**  
France

**Solution**  
IBM Retail Store Solutions

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*“StoreFlow allows us greater flexibility to improve customer service in our retail operations”*

*Philippe Lemoine,  
CEO of Galeries Lafayette*

The answer was StoreFlow®. In early 1999, Galeries Lafayette made a strategic decision to implement the StoreFlow solution. Today, more than 18 months later, the company has rolled out StoreFlow in nearly all of its 61 Galeries Lafayette department stores, Monoprix and Prisunic hypermarkets, and its BHV home furnishings stores. The StoreFlow solution has received accolades from sales managers and Galeries Lafayette executives alike, for its back-office capabilities, multiformat adaptability and its flexible, open migration path.

“Service to the customer is the most important element to achieve expansion,” said Philippe Lemoine, CEO of Galeries Lafayette. “StoreFlow allows us greater flexibility to improve customer service in our retail operations while affording us the luxury of migration at our own pace.”

### **The right information, right now**

Christophe Huertevent, Director of Store Solutions for LaSer Informatique, agrees with Lemoine's assessment. LaSer, a division of Galeries Lafayette, offers private-label credit cards, IT systems and e-commerce expertise.

“Right now, we are running StoreFlow to manage price lookup,” he said. “We are still running GSA at all of our POS stations, which is no problem. What StoreFlow gives us is the capability to connect GSA to a centralised database, collect up-to-date price data and dispatch it to all of our POS stations.”

Access to this information is significantly changing the way Galeries Lafayette runs its stores.



“With the relational database component of StoreFlow, we can query the system and retrieve the information our managers need to make more profitable decisions,” Huertevent said. “StoreFlow allows us to generate data about sales, turnover rates and pricing structures that we never had before. We can examine sales by department – in real time. These kinds of data help us make more timely decisions, which ultimately lets us meet customers’ needs more effectively.”

### **Moving to open systems**

Another primary advantage of StoreFlow is its use of open technology. For Galeries Lafayette, this means replacing older platforms with the industry-standard Microsoft® Windows NT® operating system.

“StoreFlow lets us use Windows NT controllers instead of proprietary systems,” Huertevent said. “Recently, we also rolled out Netfinity® server technology to implement Lotus Notes® throughout all our stores. Because we have StoreFlow in place, we can use the same operating system for both servers and manage everything from a single point of control.”

### **An attractive migration path**

Functionally, StoreFlow has succeeded with store managers, who understand the power this solution has to offer.

“Of course, they all want to add more features and capabilities right away,” Huertevent said. “But we’re taking a phased approach to protect the IT investments we have already made.”

From a migration standpoint, Galeries Lafayette is in stage one of a long-term implementation. They have completed installation of StoreFlow to manage back-office information and are now deciding how and when to replace their GSA software with the StoreFlow POS component. The fact that they have the option for a phased migration, however, was a key driver in the company’s decision to use StoreFlow in the first place.

“With StoreFlow’s migration strategy, we do not have to turn everything over today,” Huertevent said. “We can get the benefits of the back-office component right now, while we retain a proven software solution at the POS. When the time is right, we can take the next step.”

In fact, Galeries Lafayette has already started to plan the move from its current version to IBM StoreFlow Version 1.4. That’s because they have already seen the benefits of an end-to-end StoreFlow solution. One of the company’s subsidiaries, Admic, operates Monoprix and BHV stores in Lebanon. All of these stores have an end-to-end StoreFlow implementation, with POS and back-office components.

“Overall, we are very satisfied with StoreFlow’s performance,” Huertevent said. “We are anxious to take the next step in our migration, upgrade to the latest version and eventually migrate all our stores to a full-scale StoreFlow solution.”

*“With the relational database component of StoreFlow, we can query the system and retrieve the information our managers need to make more profitable decisions”*

*Christophe Huertevent, Director of Store Solutions for LaSer Informatique*



### Find out more today

Help your retail enterprise take the next step toward total integration with IBM StoreFlow, a totally scalable and integrated store system. For more information, please contact your local IBM representative, or find us on the Internet at [ibm.com/solutions/retail/storeflow](http://ibm.com/solutions/retail/storeflow).



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