



Client **SUCCESS**

Quiksilver selects Cegid to support its growing European store network



The Quiksilver Group is the world leader in the outdoor wear and equipment market and has global annual sales of \$2.43 billion, with more than \$1 billion earmarked for the group's European subsidiary. Quiksilver began by marketing its products to multi-brand retailers before embarking on their own store expansion.

To support its growing store network, the Quiksilver Group implemented Cegid's Retail Management software solutions at their company headquarters and in all of the European stores. Installation of Cegid's solutions has now been extended to the franchises to strengthen the communication between the organisation and their partners.

More than 200 European stores equipped with Cegid Business Retail

At the end of the 1990's, the group decided to set-up its own stores, consisting of branches, concessions and franchises. In order to support this new retail activity, Quiksilver required a high-performance retail management system. After conducting a review of software vendors capable of managing their needs, the Quiksilver Group selected Cegid's Business Retail product suite as their preferred solution. Since its implementation, Cegid Business Retail has become the nerve centre of the retail network IT system.

The solution is interfaced with Quiksilver's wholesale management system, which is used daily to monitor performance and produce detailed reports. Cegid's Front Office solution is now installed in over 150 stores across Europe. The retail division currently represents 25% of sales; however, Quiksilver plans to increase this percentage over the next three years with further store openings planned across Europe.





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Cegid's retail management software solutions and services are proven to improve the productivity, performance and profitability of speciality retailers. Over 1,000 retailers and 20,000 stores in more than 65 countries are currently using Cegid's retail management solutions to optimise their retail operation and aid decision-making at the head office and instore.

A reliable retail management system: the key to Quiksilver's success

Quiksilver also plans to implement Cegid Business Retail for the new store openings, mainly the Roxy shops. The group will also install Cegid Front Office in all of its franchise stores. This will enable daily exchange of information with the franchises and will help build stronger communication between the organisation and their partners, including their franchise network. The CRM and loyalty functionality within the software enables in-store staff to easily create customer loyalty cards that accumulate points regardless of the store where the purchase is made. All stores with this functionality, including the franchises, can participate in customer loyalty programmes.

Since implementing the software with Cegid's Web Access technology, Quiksilver now benefits from real-time automatic replenishment, enabling improved stock rotation and increased productivity.

Cegid Solutions

- Cegid Front Office
- Cegid Back Office
- Cegid CRM and Loyalty

All available in Cegid Web Access technology.