



About Adidas

Adidas is the second largest sportswear manufacturer in the world and No1 in India. It designs and manufactures shoes, clothing and accessories. Adidas India has around 700+ stores in India under the franchise channel and also sells its goods through wholesale channels and e-commerce partners.



About Vishal

He's a Digital & Tech leader with over 16 years of experience in Tech leadership, rolling out Digital Products, Digital & Enterprise tech delivery, Business leadership & Solution Architecture, Vishal is currently a part of Adidas India's Senior Leadership Team, with responsibilities of managing Adidas India's IT function.

About Wondersoft

Wondersoft is a market leader in business management applications for retail, distributions and healthcare sectors. With over 10,000 installations in the last 20 years, the company has provided comprehensive solutions to organizations of all sizes in these sectors.

By cultivating innovative technologies on a reliable foundation of rich business experience, Wondersoft provides specialized, high quality and cost-effective solutions, thus making companies achieve their business goals better, faster and cheaper.

Case Study

ADIDAS MOBILE POS

Background

Exclusive brand outlets are one of the experience zones for adidas retail consumers across various product categories and it plays a very important place in the consumer journey. Adidas wanted to improve the consumer order management & billing experience.

The Solution

Adidas Group had replaced the POS at adidas and Reebok chains with a unified POS - Wondersoft eShopaid - a few years back.

"The idea was to deploy mobile POS to engage and convert consumers from anywhere in the store instead of being tied to till (cash) register and enhance the shopping experience. We see this as an initial step in digitally empowering the sales-associates in stores" says Vishal Kapil, IT Director, Adidas India.

Other than offering a robust application handling high volumes, Wondersoft team was very nimble and quick in offering solutions to unique requirements too. The technology that their solutions are built-on provides a huge advantage for our growth.

Leveraging the capabilities of the mobile camera which works like a scanner, Wondersoft eShopaid mPOS (Mobile POS) scans the article and picks up its details, such as stock availability, product price, applicable discounts etc. The solution enables the entire order management, billing process enabling the salesperson with flexibility to fire the print to the nearest printer or the fixed POS.

Their mobility solution is available on android and iOS phones and has a mobile device management software so it's secure, controlled and managed.

The Benefits

Mobile POS is an instant hit among the young sales associates who are highly smartphone savvy. Wondersoft eShopaid mobile POS has reduced the consumer turnaround time, hence ensuring that the retail associates have more time to engage with the consumers. This not only elevates the consumer experience, but also enhances the brand perception. It helped in maximizing selling space by reducing the need of having the multiple cash points in the high traffic stores.

"The current POS partner Wondersoft had offered a html5 based Store POS with a robust mobility solution too. The User interface is consistent and simple across the PC and the mobile device, making it very convenient for all the store users. It has been rolled out in 15+ stores in India and we are planning to further roll out to other stores. This will run in tandem with the POS on the desktop which is already rolled out in 700+ locations. They are also working on accepting UPI based payments at the stores, which will take off very fast with consumers in India in future and this solution fits very well in this emerging equation." says Vishal.