# Standard ERP

## iStyle

**Version & Platform:**

Standard ERP 8.3, Mac

**Modules**

- Pricing
- Point of Sale
- Internal Email & Conferences (Electronic Conferences)
- Hansa Application Language

### ■ BACKGROUND

iStyle is an Apple Premium Reseller operating one of the largest chains in the Middle East, Africa, Central and Eastern Europe. In February of 2005, their first store opened in Dubai. Today, iStyle's staff is trained by Apple on a monthly basis, and they now employ approximately 300 employees with 49 retail and 9 online stores. In those stores, customers will find the complete range of Macs, iPads, iPhones, and iPods along with a wide variety of accessories and software. iStyle is a part of Arab Business Machine LTD, a subsidiary of the multinational Midis Group, and remains the only Apple Premium Reseller in the UAE.

### ■ KEY CHALLENGES

At the beginning of 2008, iStyle initiated its two year plan to open 40 Apple stores throughout the Middle East. Prior to that, the company had only three stores in the UAE, each one running on a standalone HansaWorld Express system.

iStyle was searching for a single corporate solution that would accommodate four locations in the UAE, four in Saudi Arabia, and one in Lebanon; all of which were to be opened within the first few months of 2008. They needed a system that would allow them to manage this vast operation, a system that provided clarity and comprehensive data to make better and faster management decisions.

Before choosing HansaWorld, they evaluated PayGo, which only offered a point of sale system, Great Plains, which did not run on Mac, and Xsilva, which was not suitable for multi-branch locations and lacked local support. No other system was sufficient in fitting their future business plans.

The search was over when iStyle selected HansaWorld products and began working with the local office in Dubai for implementation. Still highly satisfied with HansaWorld's products and support, iStyle is now using Standard ERP.

"*There were several reasons we went for HansaWorld. HansaWorld runs beside Windows and Linux, also on Mac platform, and can be run as easily and effectively in a multi-store environment as in a single store.*



*HansaWorld is also capable of handling the different legal and taxation requirements for all the countries where we operate, which was a very crucial need for us,*"

said Mr. Ghassan Bendali, iStyle's Deputy General Manager.

Having the ability to work in offline mode is another factor leading iStyle to continue choosing HansaWorld products. This allows them to continue serving their customers, even in cases where they lose internet connection.

### ■ THE SOLUTION

In 2008, iStyle implemented HansaWorld Enterprise, front and back office systems, including Accounts, Point of Sale, Inventory, Purchasing and CRM. Today, they are using Standard ERP with 20 concurrent and 30 POS users.

Among the many features iStyle enjoys is the multi-company functionality which enables them to operate in each country with the appropriate currency and tax requirements.

Barcode scanners, through Standard ERP, makes it easy to track and sell products, each with a unique serial number. This reduces the risk for error, preventing the need to enter item numbers manually.

The company manages their central purchasing through Standard ERP as well, making it possible to see each store's inventory levels from the main warehouse, and then distribute the items accordingly.

In 2014, iStyle began using the cloud, opting for HansaWorld's hosting services for speed, stability, and security.

*"We need to have a good view about the overall operation and sales data in stores,"* Mr. Bendali explained, *"and, with HansaWorld's wide area networking capabilities, we can log in from anywhere and get a birds-eye view of all the showrooms in real-time,"*

Hardware resources can be quickly scaled up to meet business demands with minimal interference in day-to-day operations.

*"Standard ERP provides cost-effective solutions vital to iStyle's operations, such as full integration of sales and inventory data with real-time reporting,"*

explained Mohamed Saad from iStyle's service partner.

*"HansaWorld's cloud option means iStyle always has access to accurate sales and inventory data on a flexible system with reliable security. Being able to efficiently manage customer information and sales records from any company location allows iStyle to offer a higher quality customer service experience."*

## ■ BENEFITS AND RESULTS

All of these functions, and more, streamline iStyle's operations while significantly enhancing productivity. Mr. Bendali, describing these effects, explained

*"HansaWorld has given us the possibility to get more information of the whole operation quicker. Running a few reports allows us to get up-to-date information about the sales values for all the showrooms. Our users are more consistent and make less errors as they don't need to double-capture data."*

Using Standard ERP, iStyle has dramatically reduced the time spent on retrieving inventory data and calculating the needs for each location. Additionally, ordering processes are automated between the main warehouse and stores.

*"We now have a system accessible remotely from anywhere in the world, which we didn't think was possible. I can have all relevant information, at my fingertips, in a matter of minutes."*

## ■ ABOUT HANSAWORLD

HansaWorld is a leading software house providing a full suite of Enterprise Resource Planning and Customer Relationship Management products that delivers the flexibility required by today's businesses.

The group employs more than 300 staff with a strong network of subsidiary companies and distribution partners on all continents. This network enables us to offer international implementation in over 30 languages with country specific localizations. The products are easy to use and available on all smartphones, tablets and desktops including Mac, iPhone and iPad.

HansaWorld continually invests in Research and Development to provide innovative and future proof products to our customers.

As recognized innovators for over 25 years, HansaWorld shows continued technological leadership in the international business software industry.

More than 550,000 companies trust us with their business critical information.

## HANSAWORLD