

FASHION FINDS SUCCESS WITH 4D



*Wendy Hallett MBE
Founder and Managing Director*

The leading concession retailer in the UK, Hallett Retail uses 4D to manage its entire concession network covering over 1,300 active stores.



Hallett Retail's unique concessions concept of showcasing a dynamic mix of must-have fashion, accessory and jewellery brands under one retail umbrella has revolutionised concession trading. Hallett Retail operates concessions in 30+ host stores in the UK, Eire, the Channel Islands and Europe. Store groups include House of Fraser, Debenhams, Dorothy Perkins, Beales, New Look, John Lewis, Simply Be, Next and M&Co to name a few. Concessions are operated either as stand-alone concessions or under the umbrella concession, Fuse Fashion Network. Hallett Retail also has its own online shop, www.stylistpick.com and a warehouse based in Greater Manchester, Hallett Retail Logistics, which provides e-fulfilment, processing, clearance, photography and customer service to the fashion retail industry.

Hallett Retail's success has drawn praise from hosts, brands and national media.

Website: www.hallettretail.co.uk

The IT challenge

The major IT issue facing Hallett Retail and its concession network was how to integrate the systems infrastructure between the fashion brands, the store groups and Hallett itself. This problem was compounded because each fashion brand already had its own IT infrastructure in place and so did each store group and Hallett Retail. Overlay this with a retail store network comprising 1,300 active stores and the IT challenge was staggering. Leading fashion IT supplier, i.LEVEL Software, was appointed to meet the challenge and devise a

system that accommodated the needs of every participant.

The end solution was to create a flexible three-way platform which allowed each active partner to be able to seamlessly integrate with each other whilst also providing unique sales information for each organisation.

Why 4D?

4D was selected as the software platform for a number of key reasons. Primary amongst these is 4D's adoption of a wide range of industry standards which allows for fast, simple integration with other systems. Just as important is 4D's industry-leading security for both code and data, built in as standard. Within a £multi-million retail environment, such security is critical.

Other significant reasons include 4D's ability to operate cross platform on PC & Mac which allows development and deployment in mixed environments. In addition, 4D has inherent flexibility and is easily extendable via plug-ins, components, operating system scripting and PHP.

Moreover, 4D allows rapid application development which lets concepts be designed, tested and deployed within hours and days instead of weeks and months. Coupled with the low cost client server architecture, as well as the cloud infrastructure, and the decision to go with 4D made clear commercial sense.

Today the Hallett Retail system is currently using 4D v13. Objectives for upgrading to v13 were mainly the opportunity to deliver richer functionality to the users in addition to greater WAN stability. In addition to the benefits the customers will experience, the development team has benefited from increased productivity due to the improved tools and greater options for delivering feature rich solutions.



Primary system features

When clothing stock is transferred to a retail store, the concession system automatically ensures that the barcode, clothing style and price are registered on a store's checkout tills the following day.

Similarly, after the close of trade each day, daily sales from all participating concessions are automatically transmitted to i.LEVEL software's server during the night. At the opening of trade the following morning, brands can view precisely what was sold the previous day allowing for quick and profitable stock replenishment.

The concession stock process is also fully automated, 365 days a year, with no ongoing user action needed. Data available at the click of a button includes:

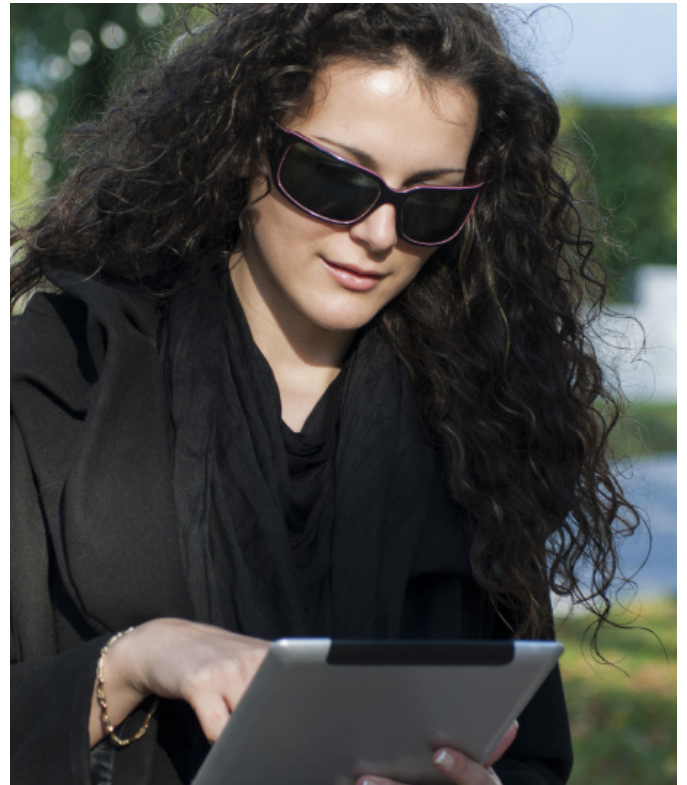
- ✓ Total sales
- ✓ Total sales by store
- ✓ Style guide
- ✓ Store guide
- ✓ Product analysis
- ✓ Store sale analysis

All this data can be swiftly exported onto an Excel spreadsheet for further analysis or as an ongoing reference. Integration with Sage's accountancy package is also readily available.

Summary

i.LEVEL Software's concession IT solution for Hallett Retail has now been operational and proven commercially for a significant period of time. Such has been its success that it is the only concession software used by Hallett Retail or any of its partner fashion brands. Integration with major store groups has also been effective allowing new concession fashion brands to come to market quickly.

Whilst system integration has been a leading priority for Hallett Retail, the concession solution has also been designed to make concession retailing as seamless and profitable as possible.



About Hallett Retail Services Ltd

Hallett Retail is a unique concept showcasing a dynamic mix of must-have fashion and accessory brands all under one retail umbrella. The company operates concessions in 30+ host store groups in the UK, Eire, the Channel Islands and Europe either as stand-alone concessions or under its umbrella concession, fuse fashion network. The company's success has drawn praise from hosts, brands and national media alike.

www.hallettretail.co.uk

About i.LEVEL Software Ltd

i.LEVEL Software was borne out of the vision of Leif Roenn, a fashion industry professional with 40 years' experience. With a background in clothing production and wholesale fashion management, Leif created i.LEVEL Software to bridge the gap between off-the-shelf software solutions that weren't tailored to the fashion industry and expensive bespoke solutions that were out of reach to all but the largest fashion brands.

i.LEVEL Software is now one of the UK's leading software solutions for wholesale clothing, textiles and fashion accessories.

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About 4D

4D's mission is straightforward: to simplify and speed up business application development and deployment. It has been doing this for small-to-medium businesses, large enterprises, top-ranked universities, government agencies, independent developers, and vertical solution vendors ever since the nascent years of personal computing.

4D is committed to providing the best integrated software platform, where one initial solution can scale and adapt to the needs of standalone programs, multiplatform client/server applications, or Web-based Rich Internet Applications. Solutions that support a few people or as many users as needed.

This is why 10,000 developers and millions of end-users in over 70 countries, working in dozens of languages, rely on 4D to keep their operations running smoothly.

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