

TreoSystems Delivers Retail Product Location and Management System

TreoSystems partners with J. S Walker & Company to develop a unique solution for retail inventory location and management

New Retail Application Development

When bringing new software solutions to market, one of the challenges is to find the right partnerships to deliver value-added resources that enhance the potential for success. TreoSystems, a market-driven company focused on providing point-of-service solutions to the retail industry, needed a software development partner that would deliver high quality results within budget and on time. After evaluating several software firms, J. S. Walker & Company was selected by TreoSystems to pilot the development of what would become the iPAL System Suite.

iPAL was designed to immediately deliver, by item, the retail price, availability and location information required for a high quality point-of-service customer experience. Not only does this information result in an improved customer shopping experience, but also with overall employee performance and increased sales and bottom-line profitability. The initial scope of work and design documents were developed by TreoSystems and delivered to J. S. Walker & Company. J.S. Walker & Company provided the technology know-how and software creation, and the iPAL pilot was successfully completed within a 60-day window in order to be available to present to the first potential customer.

One of the additional challenges that any retail system faces is the need to be able to deliver a technology that is user-friendly so that store customer service personnel with limited training may quickly adopt it. The technology needs to be intuitive, yet sophisticated enough to handle the technical issues of the larger store environment. As a result, TreoSystems, with J. S. Walker & Company assistance, developed iPAL using several of the latest wireless and "device independent" technologies. The iPAL suite is deployable on a wide variety of devices, such as handheld clients, customer self-service kiosks, aisle displays, and store terminals.

System Solutions:

- ◆ Real-time product data and exact location
- ◆ Real-time update of product moves
- ◆ Cross product sales potential
- ◆ Improved inventory management

“J. S. Walker & Company is head and shoulders above the competition”

iPAL features include:

- ◆ User-friendly intuitive interface using *WordSearch* technology
- ◆ LAN and wireless implementation
- ◆ Use of the latest .NET technology
- ◆ Device-independent browser front-end to handheld wireless technology, self-service kiosks, aisle displays, and store terminals

iPAL functions include:

- ◆ Real-time product data and location information for employees and customers
- ◆ Ability to easily and immediately update the location of store inventory as it is moved from shelf-to-shelf and aisle-to-aisle
- ◆ Suggested additional items for consideration relating to the requested item

iPAL benefits include:

- ◆ Limited training required
- ◆ Improved customer satisfaction resulting in increased sales/profitability
- ◆ Flexibility in product placement and layout
- ◆ Cross product sales

Recent enhancements of iPAL include mapping at a store or departmental level showing “you are here” with the exact location of the desired product shown on the map. The system can also display pictures of the product selected.

Joseph Squicciarini
Chief Technology Officer
TreoSystems

TreoSystems partnership selection criteria

Joseph Squicciarini, Chief Technology Officer for TreoSystems, says that J. S Walker & Company was selected as a partner for several reasons. First was the evidence of “*professionalism and integrity*” in the process of evaluating the viability of iPAL and architecting the solution. Second was the willingness to become a “*true partner*” in the development of iPAL Systems Suite. For Joseph, when he needs to solve either a technical or business related challenge, he knows he can depend on an appropriate response in a timely fashion. Joseph says that the one word that continues to describe J. S. Walker & Company is “*integrity.*”

Additional success

Because of the potential commercial value, TreoSystems with its iPAL Systems Suite has been recognized by Cisco Systems as a value-added partner. Cisco is placing the iPAL solution in each of their five Executive Briefing Centers throughout the country as an example of how technology can be used to deliver customer satisfaction and higher profitability.

About J.S. Walker & Company

J.S. Walker & Company, Inc. is an information technology solutions firm, founded in 1988, with offices in Charlotte, NC and Winston-Salem. We provide high-quality, results-oriented consulting and custom application development services. With expertise in key technologies, we assist our clients with solutions that are thoughtfully designed and skillfully implemented.

Our clients represent a variety of industries including financial services, manufacturing, retail sales, direct marketing, and not-for-profit. The custom applications we have developed range in functionality - sales forecasting, order entry and processing, document preparation, inventory control, and management reporting.

The company is a Microsoft Certified Solution Provider and invests heavily in employee training and technical certification. Our core values focus on a deep commitment to client service, continuous improvement, and providing “results with excellence and integrity.”

HEADQUARTERS- CHARLOTTE, NC
416 West John Street
Matthews, NC 28105
704.849.2100

TRIAD OFFICE
939 Burke Street
Winston-Salem, NC 27101
336.703.9150

WEB SITE
www.jswalkcoinc.com
info@jswalkcoinc.com



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