

Biltema – Customer Case Study

“During the past three years, Biltema has undergone a series of upgrades in its IT infrastructure and now with Data Nova we are taking the final steps into the modern business management.”

Tommy Fredriksen,
Chairman, Biltema Norway



Biltema, One of the largest retail store chain for car accessories, car parts and tools in Scandinavia, Showed confidence in Data Nova AS to provide an intelligent business system namely **Window\$hopping Retail Solution** which can take care of their front and back office operation of all the chain stores and headquarter.

Data Nova fulfilled the entire business requirement including ERP Solution, Retail solution and hardware for Biltema. **Window\$hopping Solution** came out with proven business process to achieve the desired common goal of every stakeholder of Biltema.

The prime challenges for Data Nova’s development team was to carry out the solution according to the desire of Biltema management and multi language support is one of them. We accomplished this requirement and delivered such solution which supports three global languages including English, Swedish and Norwegian. Our system always focuses on a strong connection between customers and businesses, **Window\$hopping Loyalty** concept proves this again through our integration between Window\$hopping Loyalty and Smart Card which helps Biltema’s customer to enjoy every shopping through cashless cards at Biltema’s stores.

Biltema’s Management wished to strategise the integration between **Window\$hopping Loyalty and smart cards** and launch CRM based smart card which will open many opportunities in gift card or gift voucher payment services.

Since Biltema is a hardware retail store for automobile products hence a smooth product flow is very important to ensure right goods at right time and Data Nova has provided a highly functional solution that is tightly integrated with the hardware store’s central warehouse and logistics solution. In retail store this solution gives suggestion of items that should be ordered based on previous track record of product promotion, new items in stock, sales figure in particular period and how long a current inventory can be stretched.

Biltema’s logistics process became smooth and seamless through **Window\$hopping ERP**. Now stores send an electronic purchase order to central warehouse, at central warehouse **ERP system** generates pick list to starts dispatch process while a delivery approval goes to ERP Back office with information about pallets and items inside those pallets.

Once the pallets or items reach at stores, **Window\$hopping ERP** user can receive this order either through updating the ERP on the basis of Pallets information or can be used hand-held PDA devices for goods receiving.

