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# Verimark reaps business benefits of live, real-time SYSPRO POS solution

Live, real-time reporting and accurate stock-on-hand data



Verimark

Established in: 1977

Company size: 75 stores

## E.T. Browne is one of America's oldest skincare companies best known for its iconic Palmer's Cocoa Butter.

Established in 1977, Verimark pioneered Direct Response TV in South Africa and today is rated the market leader on the African continent. The company markets its products through several different channels including Verimark stores, retailers and online platforms such as its own online store and Takealot. Verimark recently signed up with Amazon, adding yet another channel to its offering. Verimark has 75 stores located across South Africa

### Their Business Challenge

Verimark has been a loyal SYSPRO customer since 1989. However, it was running an outdated, largely manual third-party Point of Sale (POS) system. This caused delays in invoicing and resulted in unreliable data, impacting its ability to provide accurate, timely data reports to management for effective decision making and creating an urgent need for a real-time POS system.

### SYSPRO Solution

Verimark replaced the existing system with SYSPRO POS, reaping benefits such as live, real-time reporting and accurate stock-on-hand data. This has enhanced decision making and improved accuracy, productivity and inventory management.

### The Outcome

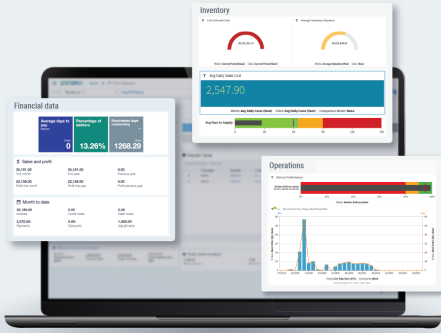
Verimark now has the ability to see and act on live data, efficiently manage stock levels, identify staff training requirements and track sales targets more effectively. Overall, SYSPRO POS gives Verimark's store managers the ability to better manage their day-to-day operations, significantly improving the end customer's experience.



"The user-friendliness of SYSPRO POS is a huge plus, but perhaps most important is the ability for our stores to continue trading even when the system is offline."

– Bertus van Rooyen, Assistant Business Manager, Verimark.

## The rollover to real time



Verimark has 75 stores located across South Africa and has developed a range of trusted brands including Bauer, Bastille, Genesis, Floorwiz, Maxxus and Shogun, with a product range spanning sport, health and beauty, fitness, toys, lighting, outdoor, cleaning and houseware.

Working in increments, Verimark migrated all of its companyowned stores to SYSPRO POS in less than three months. This entailed performing stocktakes, ensuring all the data from the previous system was up and running on the new solution, and conducting training.

Bertus van Rooyen, Verimark's Assistant Business Manager, says: "With the previous system, our sales data was always at least a week behind, even at month end, so we had to make provisions on a monthly basis. Our staff had to invoice daily, and we had no sight of actions such as stock returns. We also had continuous issues with pricing because changes took time to implement." With SYSPRO POS, transactions are live, giving Verimark real-time insight into sales and stock levels as well as stock that is being received or returned.

## Generating business benefits

Van Rooyen notes a substantial increase in productivity, which has in turn resulted in cost savings.

"The live system frees up staff to focus on sales, and this is vital as our strategic objective is to sell. We have access to seamless, realtime transactions that enable us to concentrate on the things that matter," he says.

For example, during the Black November sales, Verimark is able to change product pricing in SYSPRO and the new pricing is immediately reflected in the retail outlets. This has enabled sizable increases in turnover over the short period. Verimark's store managers also benefit from improved accuracy of stockholding and sales, as well as the ability to view live stock availability across different branches. In addition, SYSPRO POS minimizes the need for manual intervention and reduces reliance on third-party integrations.

"The user-friendliness of SYSPRO POS is a huge plus, but perhaps most important is the ability for our stores to continue trading even when the system is offline, for example when there are load shedding or connectivity issues," van Rooyen says. "Intermittent connectivity during the day doesn't impact the branch staff and as soon as the connection is restored the information starts coming through again."

*"We are particularly interested in the ability to personalize our sales screen to simplify interactions for our staff. Another significant benefit will be the ability to use the web-based system for promotions in shopping centers, particularly over holiday periods when we run a lot of special offers. It will speed up the capturing of transactions. There are also additional reference fields which we can use to enhance our engagement with our customers and obtain pertinent information, resulting in accuracy of the data captured in the POS system."*

– Bertus van Rooyen  
Assistant Business Manager  
Verimark

## The road ahead

Verimark plans to upgrade to SYSPRO 8 and is looking to take advantage of the benefits offered by the SYSPRO Web UI, which will provide quick, easy access to SYSPRO and SYSPRO POS through a web browser from any device.



## Implementation Partner

### Diginetics

#### DIGINETICS

Diginetics provides SYSPRO Financial, Distribution and Manufacturing software implementation and specialized support services to a large number of customers spread across South Africa. Diginetics encourages the advancement of software and technology solutions in its customer base.

## About SYSPRO

SYSPRO is a leading, global Enterprise Resource Planning (ERP) software provider, specializing in key manufacturing and distribution industries. Our Industry-built solutions and services are designed to make things possible.

SYSPRO's ERP solution empowers customers to take the next step – whether it is expanding into new territories, adding new product lines, transforming business processes, or driving innovation. Through our ERP software, customers gain access to solutions, processes, and tools to assist in the management of data for key business insights and informed decision making. The solution is scalable and can be deployed in the cloud, on- premise, or both, and accessed via the web on any device to provide customers with choice and flexibility.

As a trusted advisor, SYSPRO remains focused on the success of partners and customers. With a strong commitment to channel partner growth, SYSPRO customers are backed by a team of global experts that drive maximum value out of IT systems and business solutions. We are committed to addressing the unique needs of our customers, enabling them to easily adapt and remain resilient. Our evolving solutions are aligned with industry trends and leverage emerging technologies that will enable partners and customers to secure a digital future and to gain a competitive advantage.

Learn more about SYSPRO's ERP solutions at [www.syspro.com](http://www.syspro.com) or contact us on [info@syspro.com](mailto:info@syspro.com)