

Always customer focused

Puregold, a leading Philippines-based hypermarket operator, installs Wincor Nixdorf in-store open source software solution.



From the bustling streets of Manila, the capital of the Philippines, to the tranquil country provinces, Puregold, a leading hypermarket chain in the country, has been offering wholesale and retail customers value for money for more than a decade.

While the hypermarket chain recognizes the importance of offering low prices and quality merchandise, it also recognizes the significance of strong technology at the heart of its operations to ensure customers receive the best level of service in the store.

That is the reason why the hypermarket chain wanted to be the first retailer in the Philippines to install Wincor Nixdorf's open source TPLinux software across its POS and store server network. Puregold is currently installing TPLinux across its various chain store formats – a total of 38 stores in the capital Manila and surrounding provinces. Puregold will also roll out TPLinux as part of its new store openings in the future.

What Puregold wanted was a new store software solution that was reli-

able and proven, and could support its heterogeneous IT infrastructure and systems within its existing store chain and future store expansion. It also had to be multi-vendor compatible (which means it can run on other vendors' hardware), cost competitive, run creative promotions targeted at wholesalers and retail shoppers, and required local Wincor Nixdorf support in the Philippines.

"The chairman and senior management were completely behind the project to secure a new software solution because we were facing some issues with our previous software which was proving to be unreliable," says Ruel Magat, Puregold's IT Manager. "We also needed a solution that was scalable, competitive and near to zero customization."

The retailer's immediate goal during the installation is to reduce its overall operating costs, improve IT performance through software standardization, and prevent virus attacks through an open source environment.

"TPLinux runs on open source and so we wanted to cut the cost of buying





About Puregold

Puregold is a leading hypermarket brand in the Philippines offering low-priced, quality merchandise that is value for money. Puregold caters to wholesalers and small entrepreneurs, as well as retail consumers. As a result of its low-priced merchandise, good assortment, and wholesale programme, Puregold has become a premier destination for resellers where they can purchase what they need at the right quantity, price and time.

Puregold's operations are comprised of three different retail formats:

- **Hypermart:** offers a wide variety of general merchandise and a full-service supermarket
- **Neighborhood Market:** offers a full-service supermarket and a limited variety of general merchandise
- **Split-Level Store:** offers a full supermarket and a wide variety of merchandise in separate floor levels and cash check-out

anti-virus licenses and save on the cost of the license of Windows per POS," adds Magat. "We needed a reliable, flexible and high-performance software platform to manage the approximately 3,000 to 5,000 customers that visit any given store on a daily basis."

Another special aspect of the in-store solution that helped Puregold to keep costs low is TPLinux's ease of use; no matter whether via a graphical user interface at the point of sale or in the back store, or through configuration options. This largely prevents high training costs and operating errors. It is essential for Puregold to keep costs under control as it looks to expand its chain of stores.

"The Web-based architecture of TPLinux makes it easier to control and manage your network of stores across the country," Magat says. "Both the management facilities for the individual stores and all analyses and reports can be easily accessed from various locations within the organization."

In the Philippines Puregold is renowned for its philosophy of serving

consumers with effective customer service programs and competitive, flexible price schemes. So the hypermarket also needed an attractive promotion option – available with TPLinux – to complement its creative and competitive price promotions.

"The TPLinux promotion engine provides a variety of discount methods enabling us to pursue a differentiated policy when it comes to terms and conditions, and to set up selective, flexible promotions that are identified automatically at the POS," Magat says.

For example, discount criteria, like customer types, merchandise categories and promotion periods, are available in conjunction with a wide range of discount types to ensure maximum flexibility when planning promotions for different customers such as Puregold's wholesaler and entrepreneur segment, and retail shoppers.

"Using this advanced promotion engine, Puregold is able to enhance its offerings to wholesale and entrepreneur clientele bolstering loyalty among this demographic," adds Magat. ■



Puregold Philosophy

"Puregold builds lasting relationship with suppliers to grow its business in a sustainable and profitable manner. From multinational companies, such as Wincor Nixdorf, to smaller food suppliers, Puregold believes that a strong partnership is the key to success."