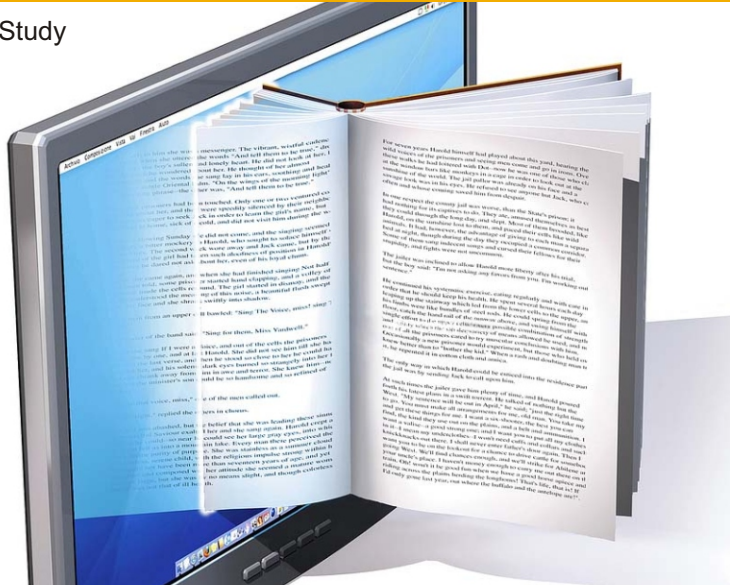


Case Study



GoFrugal's WebPOS helps New Horizon Media capture customer purchase behaviour analytics.

CUSTOMER in focus

New Horizon Media (NHM) is a Chennai-based publishing house set up in 2004. NHM is a multi-language and multi-format publisher, providing compelling experiences to its customers through print, audio books, DVDs and other appropriate media, in English and various Indian languages. NHM's catalog includes brand titles like Kizhaku, Nalam, Thavam, Varam, Prodigy, MiniMax, Oxygen Books and Indian Writing. NHM has published over 1300 titles across three languages, which includes 80% non-fiction and 20% fiction. NHM has 5 outlets of its own and multiple trade relationships.

BUSINESS OVERVIEW AND CHALLENGES

NHM is in the business of publishing, distributing and retailing books. NHM sells its books through its own outlets and book exhibitions. NHM wanted a complete retail solution that can handle large number of billing, information on stock levels, stock status, price levels, and discounts.

Traditionally, in the retail book trading industry, due to its scattered and distributed nature, it is difficult to catch the customer information, their purchase behaviour and other relevant data. NHM believed that capturing such data is critical for its growth. Say, for example, while doing promotions, the data can give enormous insights on where to focus and do specific promotions instead of mass-media promotions.

KEY CHALLENGES OF NHM

- NHM wanted a comprehensive retail solution available on the cloud, which would allow their customers to pay a fixed monthly cost
- Ability to do all the retail operations offline when NHM uses it in their temporary shops in the book exhibitions
- Seamless operations offline and easy-to-sync features when the system goes online
- Technology roadmap that is far-reaching in terms of extending this retail system to mobile handsets and including their supply chain, distribution and retail channels, towards capturing the key customer information across the entire chain
- Analytics on customer purchase behaviour and demographics, which would help strategic planning in the entire supply chain

QUOTE

"We wanted a comprehensive SaaS based retail solution that would have the ability to work both online and offline to cater to our specific needs. GoFrugal could provide this quickly and is also playing an active part in our technology vision towards moving this application to smart phones and to our entire supply chain ecosystem. Thanks to GoFrugal."

- Satyanarayan K., Founder, New Horizon Media

Why RayMedi?

NHM was looking for a smart phone based retail solution but wasn't able to find anything that was robust enough with sufficient Internet bandwidth to cater to their needs. GoFrugal Technologies, upon understanding the needs of NHM, felt that they could address their needs with their product - RayMedi WebPOS.

RayMedi WebPOS offered the customer with online/offline sales, which allowed them to manage their sales both in their outlets and their temporary outlets in the book exhibition. RayMedi WebPOS was easy-to-use and GoFrugal could deliver the solution fairly quickly on a cloud-based licensing model. This made it easier for NHM to go-live within a day, without the hassles of capital expenses and resources to manage the POS application.

RayMedi Solution

RayMedi WebPOS - Provided inventory, customer information, trading, accounting, promotions and comprehensive business intelligence as a SaaS-based hosted solution on the cloud, which allowed NHM to go-live immediately.

Offline Web Application - RayMedi helped the customer implement offline WebPOS using Google Gears as the browser extension and SQLite as a database. This allowed data storage, application caching, and multi-threading for offline usage of POS application with improved performance. When the customer connects back to the Internet, application synced up through Google Gears and updated the offline transactions to the online application.

Low Bandwidth - RayMedi WebPOS also worked very efficiently online,

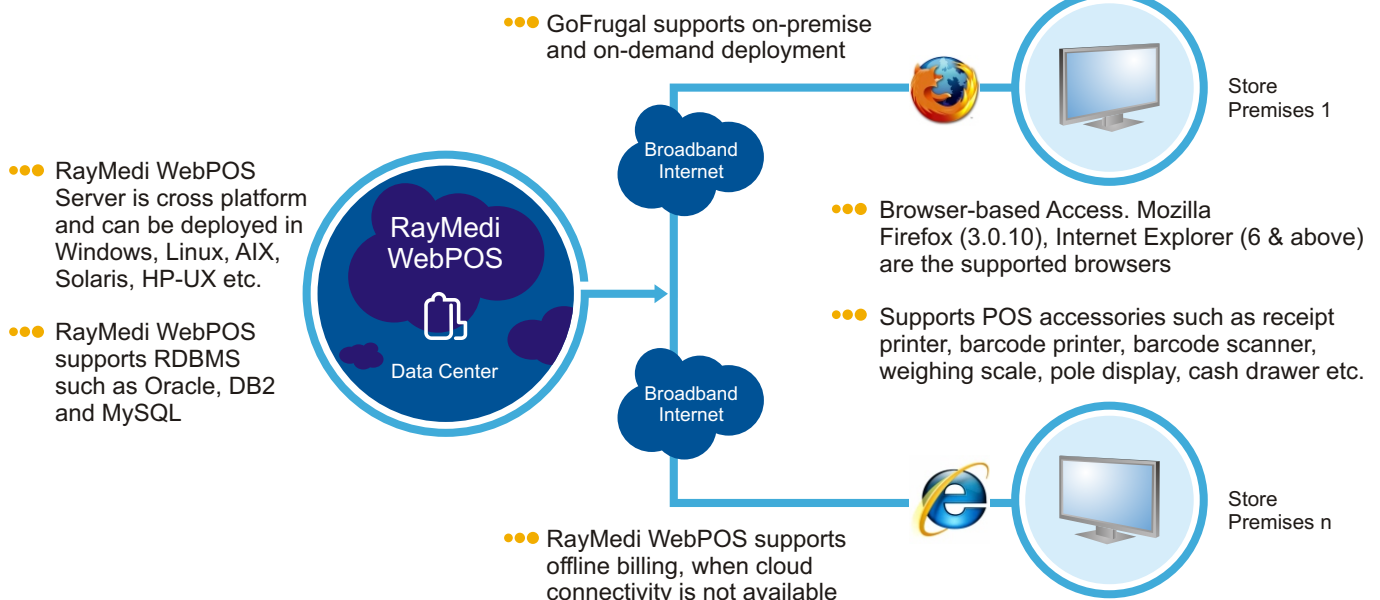
using data card speeds, due to its light-weight design and architecture.

Payments - RayMedi WebPOS allowed efficient credit card transactions and this was done through integration with Plutus payment processing system.

Security - Application security was ensured using the MAC address of the Ethernet (NIC) card and the application usage was allowed only for authorized resources though the application is on the cloud.

Multi-location - GoFrugal has implemented RayMedi WebPOS in 2 of the customer outlets and this is getting extended to 9 outlets, including outlets where the customer has trade relationships.

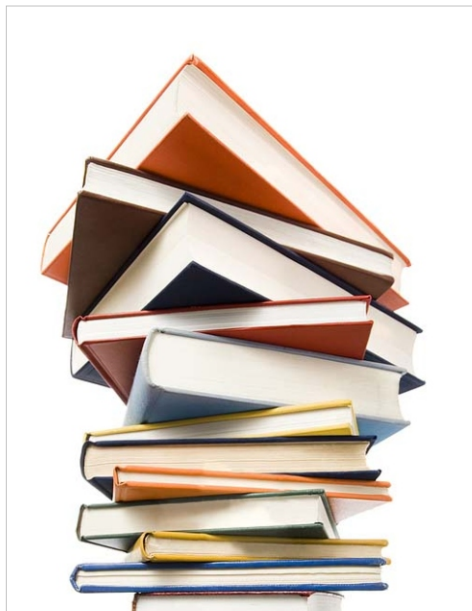
RayMedi WebPOS - Solution Overview





"GoFrugal is very excited to be a part of New Horizon Media's unique business model of promoting niche books. GoFrugal is a part of NHM's technology roadmap towards extending this application to their entire supply chain and even porting the application to Smart Phones, offering NHM the convenience and the ability to operate their temporary shops and grow."

- Kumar Vembu, CEO, GoFrugal Technologies



Results

- Customer information capture across their outlets and retail partners, opened up newer avenues of promotion for NHM
- Offline application usage capability made their book exhibition sales easier, faster and accurate
- Application on the cloud ensured immediate go-live and a simple fixed monthly cost
- Machine level security that provided improved confidence in adopting to a cloud based solution
- Enhanced user adoption ensuring improved ROI

About GoFrugal

GoFrugal Technologies specializes in retail, retail distribution and supply chain management solutions. GoFrugal solutions integrate computing, web 2.0, mobile, SMS, barcode, RFID and smart card technologies to provide comprehensive automation and collaboration among the entire trade and supply chain ecosystem, which includes suppliers, customers, partners, service providers, franchisee and franchisor among others.

GoFrugal was founded in 2004 and is headquartered in Chennai. GoFrugal has more than 10000 customers across India with sales offices in 50 locations.



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