

### CFC Awardee Companies

#### Customer & Marketing Analytics

##### **Service Provider: Manthan Systems**

Manthan Systems produces cutting edge analytic solutions for global retailers. Manthan's breakthrough solutions, under the brand name ARC, transform the way retailers use analytics driven decision making for strategic advantage. The ARC product portfolio spans the entire spectrum of retail decision making with role-based, pre-built applications, and includes products for customer centric analytics, merchandising analytics, financial analytics, supplier portal & analytics. These award winning products provide a significant edge to an organization's analytical capability and maturity, and are proven to deliver unmatched business benefits in a remarkably short timeframe. Manthan's experience spans a wide range of retail segments and formats, having transformed decision making for some of the biggest names in retail across the globe.

##### Contact Details

Ajith Nayar

+91.080.2295.0585

[ajith.nayar@manthansystems.com](mailto:ajith.nayar@manthansystems.com)

[www.manthansystems.com](http://www.manthansystems.com)

##### **Early Adopter: NTUC Fairprice**

NTUC Fairprice Co-operative Ltd was founded by the labour movement in 1973, with a social mission to moderate the cost of living in Singapore. In 1983, NTUC Welcome merged with the Singapore Employees Co-operative to form NTUC Fairprice Co-operative Ltd.

From one supermarket, FairPrice has grown to become Singapore's largest retailer, with a network of more than 230 outlets comprising FairPrice supermarkets, FairPrice Finest, FairPrice Xtra, FairPrice Xpress and Cheers convenience stores. FairPrice also owns a Fresh Food Distribution Centre and a centralised warehousing and distribution company.

Today, with its multiple retail formats serving the varied needs and interests of people from all walks of life, the social mission of NTUC FairPrice has evolved to make the dream of living well accessible to everyone by moderating the costs of the good life.

##### Contact Details

Ms Christina Lim

[christina.lim@fairprice.com.sg](mailto:christina.lim@fairprice.com.sg)

[www.fairprice.com.sg](http://www.fairprice.com.sg)

##### **Early Adopter: NTUC Link**

NTUC Link Pte Ltd is one of NTUC's Social Enterprises and operates Singapore's largest loyalty program, known as Plus!. Members can earn and redeem LinkPoints at over 1000 outlets of NTUC Social Enterprises, popular retail merchants and more than 30M VISA locations worldwide. Members are identified by the NTUC Plus! and Plus! cards, and the NTUC Plus! VISA and Plus! VISA payment cards. NTUC Link has the advantage of a very

comprehensive database of over 1.2M Plus! members from which it supports partners in developing customer insights and direct marketing programs. Plus! members represent a large percentage of the Singapore population and almost every household. NTUC Link also operates Plus!BigDeal, a daily discount coupon business providing members with various merchant offers with deep discounts ranging from 40%-80%.

## Contact Details

Ms Sally Lee  
Director, Strategic Marketing & Customer Analytics  
+65 6213 8510  
[sallyleek@ntuclink.com.sg](mailto:sallyleek@ntuclink.com.sg)  
[www.plus.com.sg](http://www.plus.com.sg)

## **Early Adopter: NTUC Unity Healthcare**

NTUC Unity Healthcare is the largest healthcare cooperative in Singapore. It currently operates 47 Unity pharmacies, and 13 Denticare clinics island-wide. NTUC Unity Healthcare's mission is to empower the community to care for their health and wellness, enabling them to live life to the full, enjoying every stage of their life. We deliver this with our quality range of health and wellness products and services, served by warm and professional staff, pharmacists, and dentists, supported by the labour movement's commitment to caring for the community.

## Contact Details

Mr Chong Nai Min  
Director, Information Systems & Technology  
+65 6590 4338  
[naimin.chong@unity.com.sg](mailto:naimin.chong@unity.com.sg)  
[www.unity.com.sg](http://www.unity.com.sg)

## **Early Adopter: C K Tang**

TANGS celebrates 80 years of being at the forefront of fashion and contemporary lifestyle retail. With its 80th Anniversary, Singapore's most iconic store will raise the bar for the retail industry as TANGS steps up its role as a curator of brands, redefining the department store concept as we know it. Today, TANGS has two stores in Singapore – TANGS Orchard and TANGS VivoCity, as well as two stores in Kuala Lumpur, Malaysia – TANGS 1 Utama and TANGS Empire Subang

As a leading edge retailer, TANGS is excited to be part of IDA's Sectoral BA CFC as an early adopter. Leveraging on customer and marketing analytics, we hope to enhance the customer shopping experience through better services and products offerings, thereby sustaining true customer loyalty.

## Contact Details

Laura Chong  
Executive, Marketing Communications  
[Laura.chong@tangs.com](mailto:Laura.chong@tangs.com)

Vivien Lin  
Asst Manager, Loyalty Management  
[Vivien.lin@tangs.com](mailto:Vivien.lin@tangs.com)

[www.tangs.com](http://www.tangs.com)

## **Inventory Optimisation**

### **Service Provider: CyanSYS**

CyanSYS was established in 1991 to provide information solutions to help its customers achieve competitive advantages. CyanSYS started its operations as an IBM custom software developer, and evolved into an application software implementer in its fifth year. A pioneer Navision Solution Centre since 1999, CyanSYS is the oldest Microsoft Dynamics NAV reseller in Asia. It has been named 4 times to the Microsoft Dynamics President's Club, awarded membership to the Microsoft Inner Circle for Microsoft Dynamics in 2011, and named winner of the "ERP Partner of the Year Award" in 2011.

In 2004, CyanSYS took a dive into the retail industry. Its end-to-end solutions and continuous solutions improvement proved to be a critical success over point-of-sales driven offerings prevalent in the industry. CyanSYS' retail solutions offer a unique end-to-end experience to its customers, which include Courts, Gain City, Eu Yan Sang and others.

CyanSYS has also expanded its service offerings to include Business Analytics, leveraging its strong capabilities in ERP and retail solutions. This enables its customers to derive deeper insights from the data collected and make improvements to business processes. For this project, CyanSYS will deliver inventory optimisation shared services that aim to help retailers better forecast and manage their inventory, leading to cost savings and operational efficiencies.

### **Contact Details**

Ms Jasmine Bin

Sales Manager

+65 6535 3257

[sales@cyansys.com](mailto:sales@cyansys.com)

[www.cyansys.com](http://www.cyansys.com)

### **Early Adopter: Best Denki**

Best Denki is Japan's largest electrical and electronics retailer, with more than 500 retail stores worldwide in Japan, Indonesia, Singapore, Malaysia, Hong Kong, Taiwan and Kuwait. In 2004, Singapore was appointed the headquarters for Best Denki's overseas operations, with it being the most developed and successful overseas market.

Best Denki is constantly upgrading our existing stores to meet the diversifying needs of our customers. Our vision is to be THE electrical and electronic retailer in this region, operating the largest retail network, providing the widest and largest range of products, and being the preferred electrical and electronic Megastore.

### **Contact Details**

Han May Kee

Manager, Finance & Accounting

[hanmk@bestdenki.com.sg](mailto:hanmk@bestdenki.com.sg)

[www.go.bestdenki.com.sg](http://www.go.bestdenki.com.sg)

## **Operations Analytics**

### **Service Provider: PracBiz**

Founded in 2003, PracBiz is a leading provider of B2B supply chain solutions for the retail industry in Singapore and the region. Its PracXchange B2B supply chain hub enables major retailers and over 700 suppliers to exchange purchase orders, invoices, credit notes and other documents securely and efficiently, resulting in cost savings and improvements in productivity.

Building on its successes in the PracXchange platform, PracBiz aims to deliver even greater value to its customers by providing analytics services to glean insights into business operations. These insights will allow retail suppliers to optimise resources such as inventory and manpower, thereby raising productivity and reducing operational costs.

PracBiz serves leading retailers in the region, including Robinsons, CK Tang, Watsons Personal Care Stores and Sogo Departmental Store(KL), and has overseas development and sales offices in Malaysia and China.

### **Contact Details**

Gladys Oh  
Director, Sales  
[gladys@pracbiz.com](mailto:gladys@pracbiz.com)  
[www.pracbiz.com](http://www.pracbiz.com)

### **Early Adopter: YG Marketing**

YG Marketing is a distributor of fashion apparel in Singapore, representing well-known brands such as Callaway, Van Heusen, Arnold Palmer, Daniel Hechter and Pierre Cardin. Its products are primarily distributed and sold through department stores that include Robinsons, Metro and OG.

As a supplier that operates primarily on a consignment model, YG Marketing is responsible for managing the distribution, replenishment, inventory and sales of its products at various retail stores. By participating as an early adopter of the Operations Analytics shared services, YG Marketing hopes to obtain more timely and accurate analytical insights into its inventory and sales at various retail locations. The analytics tools provided will allow YG Marketing to optimise its inventory at retail stores, ensure adequacy of stocks, and respond more quickly and accurately to customer demand.

YG Marketing is a subsidiary of Travelite Holdings Ltd., a major distributor of luggage and travel accessories, and men's and ladies fashion, representing more than 20 international brands in Southeast Asia.

### **Contact Details**

Ms G H Lim  
Financial Controller  
[ghlim@ygmarketing.com.sg](mailto:ghlim@ygmarketing.com.sg)