



Case Study

## Wholesale Boutique

Retail & Fashion



**“An important aspect of our Retail project was finding a partner that could walk us through the discovery phase of the project, since this was an entirely new application and business process.”**

Michael Berry,  
Chief Technology Officer



## Project scope and business needs

Denise Thigpen is the founder and CEO of Wholesale Boutique, a South Carolina based supplier of bags, accessories, apparel, and home goods. Thigpen’s core values of hard work, honesty, and integrity are what have led her to become the successful entrepreneur she is today.

Thigpen, a mother and Registered Nurse, searched for an additional way to support her family and with a \$5,000 investment she began what is now a multi-million-dollar enterprise with nearly 100 employees. As a strategic thinker, Thigpen understands the need to always move forward. From product design to customer service, the company evolves by implementing new and innovative business practices that better each and every department throughout the company.

Thigpen attributes the success of her company to the work ethic taught to her at a young age by her parents, her hard-working staff, and her loyal customers.

Wholesale Boutique needed a way to take wholesale orders in a quick and easy fashion at trade shows during the year. Their previous solution was not integrated with AX and took a great deal of time and effort to be able to process the orders after the trade shows.

They wanted to move to a more real-time creation of the Orders from the Trade shows. AlfaPeople proposed to use the mPOS (Mobile Point of Sale) from the Retail Module, thus giving them a mobile platform to be able to create Sales Orders based on Customer Wholesale orders at the show.

Wholesale Boutique chose AlfaPeople based on reputation in the Retail world of AX. Specifically, Brent Fudala’s (AlfaPeople’s Director of Retail Solutions) background and accomplishments in the Retail AX world.

## Solution

AlfaPeople proposed a solution using the mPOS to provide a Mobile platform that could be run on Windows 8 tablets, thus giving Wholesale Boutique the ability to, in real-time, create sales orders in AX from the Wholesale orders being placed at the trade shows.

The initial project was an 80-hour proof of concept, which was completed on time and under budget. The solution has been enhanced and upgraded over the last 2 seasons and is in full use at every trade show Wholesale Boutique now does. They are up to 5 mobile mPOS stations that take hundreds to thousands of orders during the trade shows.

AlfaPeople's approach was the best one because of its use of standard out of the box functionality of Retail mPOS and the functionality to add customers to a transaction and create a customer specific order. Only minor customizations have been done to receipts and email communications related to the orders.

Retail has improved Wholesale Boutique's pre-and post-market prep time by 18 hours. There has also been a significant improvement in the overall effectiveness of their customer service (CS) and sales people during the management and processing of the orders. CS and Sales did not have access into the third-party POS application, and could not make changes to an order once it was placed. With Retail, all CS and Sales people have visibility into the Market order, in addition to being able to manage and change the orders if the customer requests it.

The retail module has turned what was a highly manual, time consuming, error prone process into a low maintenance sales opportunity which gives us much more time to spend on the customer and customer experience while they are in the Showroom.

**“ The implementation, training, and after sale support was amazing, and we have already engaged AP to upgrade us to the next version, which happened seamlessly. We trust their team and view them as an extension of our own internal resources.”**

Michael Berry,  
Chief Technology Officer



## Benefits



“AP did a great job helping us design and implement the right elements of Retail that met our needs and budget.”

Michael Berry, Chief Technology Officer

### Reduced the time to prepare POS

Wholesale Boutique cut down the time required to prepare POS for Markets from 2 days down to about 6 hours. Their previous POS solution was a third-party application that was not connected to their accounts receivable records (customers) or their products and inventory. This disconnected platform required a manual batch update before each Market of all customer records, in addition to the product and price records from the inventory system.

### Increased visibility into revenue and products sold

Wholesale Boutique improved visibility into the sales revenues and products sold during a Market to near real time, versus the prior timeframe of 1-2 days after the Market had ended. Their previous POS application required a manual batch download after each Market, which generally occurred 1-2 days after the Market event was over. This data then had to be converted into a format that would allow us to import it into our ecommerce environment. This entire process consumed 2-3 days after every market.

### Enhanced the ability to manage orders

Wholesale Boutique dramatically enhanced their ability to manage orders with items that have different ship dates, since Retail allows them to take one order from the customer, then leverage the Pick List Registration and Packing Slip functionality of AX. The previous POS application required them to split the order if a customer ordered items with different ship dates, and import them into the ecommerce environment separately.

## Global Offices

### AlfaPeople - Headquarters

Teglholm Allé 13  
2450 **København SV**,  
Denmark  
Phone: +45 70 20 27 40  
Email: [info@alfapeople.com](mailto:info@alfapeople.com)

### AlfaPeople Germany

Elsbach Haus, Goebenstraße 3-7  
32052 **Herford**  
Phone: +49 5221 28440-0  
Fax +49 5221 28440-44  
Email: [info.de@alfapeople.com](mailto:info.de@alfapeople.com)

### AlfaPeople Chile

Avda. Nueva de Lyon 072  
Oficina 801, Piso 8  
Providencia, **Santiago**  
Phone: +56 (2) 2 751 90 00  
Mobile: +56 9 75296062  
Email: [info.cl@alfapeople.com](mailto:info.cl@alfapeople.com)

### AlfaPeople Costa Rica

Calle 36. Av 4 y 6.  
Edificio Don Bosco. Tercer Piso  
**San Jose**  
Phone: +506 2233 7000  
Fax +506 2233 3238  
Email: [info.cr@alfapeople.com](mailto:info.cr@alfapeople.com)

### AlfaPeople China

Four Seasons Square, Building 2  
No. 503 NingGuo Road,  
**Shanghai**  
200090  
Phone: +966 2 6929450  
Email: [kle@alfapeople.com](mailto:kle@alfapeople.com)

### AlfaPeople Saudi Arabia

King Road Tower (1106)  
King Abdulaziz Road - **Jeddah**  
PO Box 11787, Jeddah 21463  
Phone: +966 2 6929450  
Fax: +966 2 6068744  
Email: [info.me@alfapeople.com](mailto:info.me@alfapeople.com)

### AlfaPeople United Kingdom

Westbourne Studios,  
242 Acklam Road, Portobello,  
**London, W10 5JJ**.  
Phone: +44 330 223 0635  
Email: [info.uk@alfapeople.com](mailto:info.uk@alfapeople.com)

### AlfaPeople Switzerland

Hohenbühlstrasse 2  
8152 **Glattbrugg**  
Phone: +41 43 355 30 60  
Fax: +41 43 355 30 61  
Email: [info.ch@alfapeople.com](mailto:info.ch@alfapeople.com)

### AlfaPeople Brazil - Barueri

Al Araguaia, 2044  
Alphaville Industrial  
06455-000 **Barueri-SP**  
Phone: +55 (11) 4082-3232  
Email: [info.br@alfapeople.com](mailto:info.br@alfapeople.com)

### AlfaPeople Guatemala

5ta Avenida 4-55 Zona 14  
Edificio Europlaza Torre 1, 2do Niv-  
el, Oficina 208/209  
Phone: +502 2386 9981  
Fax: +502 2386 8800  
Email: [info.gt@alfapeople.com](mailto:info.gt@alfapeople.com)

### AlfaPeople India - Gurgaon

Landmark Tower, 4th Floor,  
Plot No. 2, Ashok Marg,  
C - Block, South City - I  
**Gurgaon** - 122001  
Phone: +919811089731  
Email: [info.in@alfapeople.com](mailto:info.in@alfapeople.com)

### AlfaPeople United Arab Emirates

Sidra Tower (1801)  
Sheikh Zayed Road  
PO Box 9588, **Dubai**  
Phone: +971 4 5585066  
Fax: +97144405988  
Email: [info.me@alfapeople.com](mailto:info.me@alfapeople.com)

### AlfaPeople US

Chrysler Building  
405 Lexington Avenue,  
26th Floor, **NY 10174**  
Phone: +1-855-732-6484  
Email: [info.us@alfapeople.com](mailto:info.us@alfapeople.com)

### AlfaPeople Colombia

Ave Cra 9 # 123-86  
Edificio Uraki - Ofi 401, **Bogotá**  
Phone: +571 6054222  
Fax: + 571 2082198  
Email: [info.co@alfapeople.com](mailto:info.co@alfapeople.com)

### AlfaPeople Brazil - Porto Alegre

Av. Maria Coelho Aguiar, 215  
Jd. São Luiz - **São Paulo/SP**  
CEP: 05805-000  
Phone: +55 (11) 3741-5181  
Email: [info.br@alfapeople.com](mailto:info.br@alfapeople.com)

### AlfaPeople Mexico

Baja California # 245 Piso 8  
Colonia Hipódromo.  
Condesa C.P. 06170  
**México, D.F.**  
Phone: +55 5265 6030 Ext.878  
Email: [info.mx@alfapeople.com](mailto:info.mx@alfapeople.com)

### AlfaPeople India - Bangalore

#26/1, 1st floor,  
Regus gem business centre,  
Ibis hotel, Bommanahalli,  
Hosur road, **Bangalore** - 560068  
Phone: +918040980841  
Email: [info.in@alfapeople.com](mailto:info.in@alfapeople.com)