

Customers

Nakajima USA



“Retail Anywhere provided a completely integrated POS and retail management solution that met our business needs with low upfront costs. All the information we need is right where we need it. We can now gauge in-stock status of products in the stores in real-time, instead of relying on periodic back-office reports.”

Jennifer Pearce, Director of Company Stores for Nakajima USA

Company Overview

Nakajima USA is a wholly-owned subsidiary of Nakajima Japan, a family-run company initially founded in 1919. Nakajima USA, established in 2000, is a manufacturer and specialty retailer of licensed plush, collectible and seasonal toys, lifestyle goods, and trend character merchandise. They are best known for the sales and distribution of Sanrio Hello Kitty products, and the leader in the design, distribution, and sales of other global brands, including Disney and Warner Brothers. Today, Nakajima USA owns 40 specialty retail stores and is the primary partner in managing Sanrio’s US wholesale gift division and all independently-run Sanrio licensed stores.



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Nakajima USA wanted to improve their customer’s shopping experience while keeping tighter control over inventory and ordering to achieve higher profitability.

- Retail Anywhere Software: Retail Anywhere POS, Retail Anywhere Enterprise, Mercury Payment Systems Interface, Lawson ERP Interface
- Hardware: IBM SurePOS 500 with Windows Embedded POSReady 2009
- Retail Anywhere Services Provided: SaaS, System Staging, Help Desk Support, Training
- Number of Stores: 40 with 1–3 registers per location

Success Stories

Nakajima USA



By early 2010, Nakajima USA's legacy POS system couldn't keep up with their growth. Having added several stores per year since 2001, Nakajima USA was looking for new technology that would immediately meet their inventory management needs, improve customer relations, and grow with them both in new technology and functionality. After the success of the Hello Kitty® Three Apples exhibition, in which Sanrio Inc. relied on Retail Anywhere solutions and services for the three week event, Nakajima USA knew they could turn to Retail Anywhere for their new POS and retail management solution.

Nakajima's legacy system used dial-up modems for credit card processing which was slow, unreliable, and caused longer lines for customers during the busy holiday season. Retail Anywhere's easy-to-use POS, integrated with Mercury Payment Systems for payment processing, increased the overall transaction speed at the register by at least 30 seconds, according to Nakajima USA. Making the switch to Retail Anywhere provided Nakajima USA with a PA DSS compliant POS solution, which was one of their biggest concerns as their previous system kept them from achieving PCI compliance.

Improving inventory management and stock purchasing was also very important to Nakajima USA. "Because our products come from overseas, there is a long replenishment cycle for our warehouse. The new POS and

retail management system gives us faster visibility into which core products are selling and need to be restocked, therefore allowing more efficiency in managing inventory 'turns' within our stores," said Jennifer Pearce, the Director of Company Stores for Nakajima USA. Retail Anywhere's solution gives Nakajima USA real-time inventory information to gauge in-stock and replenishment needs while avoiding overstocking. Automated re-ordering and seasonal scheduling is also available. Nakajima USA plans to use the new system's internal and external reporting functions to reduce workload in the back-office and provide more accurate data needed for sales, inventory, and promotions. This will include new sell-through strategies and operational inventory loss controls.

With Retail Anywhere's CRM functionality, Nakajima USA now captures all transactions and customer data at the register, making future marketing campaigns possible.



Nakajima USA, Inc.
6053 W. Century Blvd.
Suite 800
Los Angeles, CA 90045