# GINESYS

RANNA GILL

# Contemporary label Ranna Gill can focus on growth with Ginesys

Retail Management     Gurugram, India

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## ABOUT RANNA GILL

The brand was started in the year 2000 by Ranna and her mother once Ranna passed out of the prestigious Fashion Institute of Technology in New York.

It is focused on western wear with colours and prints. They have 6 brand stores across India and a global retail presence. Virtually, the brand has their own website and the label is available on different ecommerce platforms.

Designer label Ranna Gill is a leading designer label in India and the USA for women's fashion. Ranna Gill, the CEO and head designer of the brand promotes global fashion for women.

*https://www.rannagill.com/*

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## THE CHALLENGE

# How to grow with old tech?

Growth and expansion drives the success for any organisation. Director Jason and VP Rahul found their growth being restricted due to outdated technology. Opening a new store or selling online, anything required them to look beyond their outdated billing solution. Rest of the processes of buying and production were dependent on spreadsheets.

- Prior to Ginesys, they were using Tally as their retail solution which was not suitable for retail

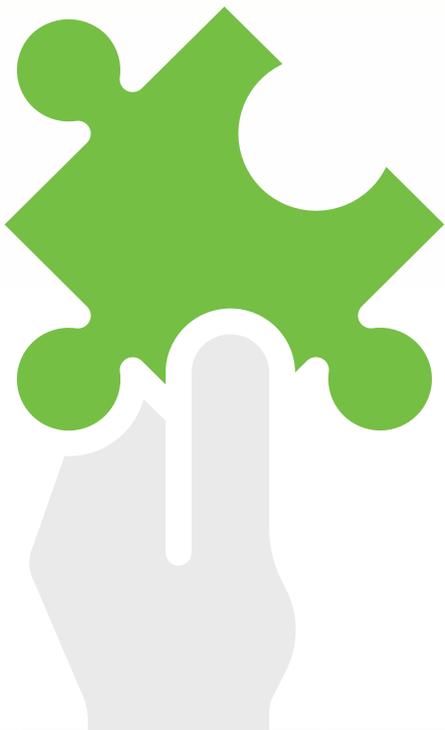- They faced issues with the inventory management, sales promotions and buying

- Data would be stuck in spreadsheets where it would be difficult to analyse

# Ginesys changes the
## Design of the Organization

Ginesys brought about a change in culture. Over the course of a few years, the Ranna Gill operations and management became much more process oriented. They learned the value of having a structured approach to data.

The brand is looking to implement more modules in the ERP like the production and accounting modules and believes that without technology it is impossible to manage business.

## OUR
## SOLUTION



- Staff can focus on sales rather than figuring out the sales process

- Detailed sell through reports helps merchandisers place orders correctly

- Ginesys ERP and POS virtually eliminated manual errors

- Team became much more self-reliant due to limited scope for errors

> **One thing Ginesys has done really well has been to change us into a process-orientated retail**

**Jason Holland**
*Director*

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