

»» The Beauty of Well-Managed Points-of-Sale



Since its inception as a small prescription pharmacy in the city of Curitiba, Brazil, in 1977, O Boticário has sought to improve beauty and promote its customers' well-being. Today, with a varied product line that includes body and skin care, cosmetics, personal hygiene and perfumes, O Boticário is the largest perfume and cosmetics franchise chain in the world.

To continue driving its growth, O Boticário needed a better method for managing the 3,000 computers at its 2,400 stores throughout Brazil. As a result, O Boticário moved from a decentralized systems management structure to a centralized structure, using LANDesk® Management Suite, LANDesk® Security Suite and LANDesk® System Manager.

Accelerating Sales

Each O Boticário store depends on a local computer to carry out sales transactions, log and oversee purchase orders, receive corporate communications and carry out a series of critical trading operations. Prior to implementing LANDesk® solutions, the perfume and cosmetics leader didn't have an effective method for maintaining stability, consistency and availability for these critical systems. Each store was responsible for purchasing a computer on the local market and for installing commercial automation software approved by O Boticário on its own computer. These different computer models and the different service levels contracted by each store caused many difficulties when trying to identify and solve system problems, often resulting in higher costs and delayed technical support. "If a computer stopped working, the sales process was drastically affected at the store," says Cesar Luiz Panisson, technology infrastructure manager for O Boticário. "LANDesk Management Suite and LANDesk System Manager allow us to manage all store computers remotely and proactively. This keeps sales moving forward and allows stores to operate without problems."

Faster Problem Solving, Lower Operating Costs

The remote control feature in the LANDesk® Management Suite was a major factor in O Boticário opting to change to a centralized management structure, giving the company full and effective control over the point-of-sale computers at its stores. Today, when a computer in any of its 2,400 stores has a problem, the problem can be solved in a matter of minutes, using remote control.

"Prior to implementing this system, we sometimes had to wait hours or days until an engineer could visit a specific store and solve the problem," says Panisson.

Business Needs

- Centralize management and run operations on 3,000 computers distributed at 2,400 stores throughout Brazil

Solution

- LANDesk® Management Suite
- LANDesk® Security Suite
- LANDesk® System Manager

Business Benefits

- Within minutes—instead of hours or days—remotely check and solve problems on the computers at its 2,400 distributed stores
- Avoid problems before commercial operations are interrupted
- Distribute software applications to all stores in a single day, instead of the 90 days previously needed
- Restore lost data and carry out recoveries caused by software failures in a matter of minutes, instead of days
- Close helpdesk calls more quickly and improve overall end-user satisfaction

“The costs were not only high in terms of contractors, but also because of the sales stoppages caused by the problems that lasted long periods of time. Remote control allowed us to solve issues in just minutes that would have previously taken hours or even days, thereby eliminating high outsourcing costs and sales interruptions. Now, we only have to send a technician to a store if a computer has physical problems.”

Proactive Management

Another essential aspect keeping operations in full flow at each O Boticário store is the ability to detect potential problems before they occur. “LANDesk Management Suite and LANDesk System Manager allow us to manage our entire network proactively,” points out Panisson. “The solution provides us with real-time alerts and warnings on what is happening to our computers. It tells us if a drive is about to suffer from a defect or if there is a lack of free disk space, so we can replace the drive without losing sales or suspending point-of-sale operations.”

In addition, LANDesk® solutions allow O Boticário’s IT team, based at the company headquarters, to find out if anyone in any of the stores has carried out unauthorized activities on a computer, such as removing memory modules or installing restricted software. The company also uses LANDesk solutions to locate possible configuration or application vulnerabilities in its point-of-sale computers.

O Boticário found its own unique use for the LANDesk® software usage monitoring feature, measuring the audience for corporate messages frequently broadcast to franchisees and employees. It does this using the computers located at its stores. These digital transmissions provide the most up-to-date information on company policy, new products and future promotions and are also used for occasional employee training.

Fast, Reliable Software Development

Whenever O Boticário needs to install new software on a computer in one of its stores, LANDesk® solutions make the task simple. “Application or update deployments in all of our stores used to be an expensive and time-consuming process, taking up to 90 days,” says Panisson. “With the LANDesk® software distribution feature, we can transfer new applications and updates to each computer in our 2,400 stores in just a single day. It has made software distribution very simple and 100% reliable.”

Minimal Downtime

The greatest advantage O Boticário has gained from LANDesk® solutions is the ability to minimize downtime, even when there is a hard drive catastrophe. O Boticário uses LANDesk® Management Suite to create backup images for each computer at its many stores. “If a computer stops working, the LANDesk solution allows us to restore the computer using an image backup recorded on a secondary drive and resume normal operations in a matter of minutes after replacing the defective drive,” says Panisson. “The LANDesk® recovery procedure is very easy and reliable. It allows us to minimize one of the biggest problems we used to face, information loss and downtime.”

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CESAR LUIZ PANISSON

O BOTICÁRIO

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