

DELILAH

Sustainability, Direction and Success

Creations Delilah Inc. finds the right fit with ChainDrive to fuel their Growth

Creations Delilah Inc. is a successful family owned fashion accessory business with 12 locations throughout Quebec, Canada. Like many retailers today, Delilah was facing several operational challenges and experiencing a tremendous lack of insight and efficiency when it came to their inventory data. Unable to gain visibility into their inventory status they relied on educated guesses for conducting replenishment. They were also faced with the lack of sales history and the inability to pin-point their best selling-items.

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- Tony Kanou, Vice President, Creations Delilah Inc.

Operating with outdated cash registers, no inventory system in place and limited capabilities to support their plans for expansion, the need for a complete end-to-end solution was vital.

Although Delilah was aware of the immediate necessity for a complete system, the un-certainty and apprehension towards selecting and implementing a retail solution was extremely intimidating. “We knew we needed to find a solution that would automate our processes, increase our efficiencies and above all help us focus on the monitoring and replenishing of our inventory, however, we were faced with an overwhelming amount of reluctance and worry when it came to the actual selection and implementation of it”, stated Tony Kanou, Vice President at Delilah.

As time was of the essence and the growing list of business needs was expanding day by day, Delilah sought an end-to-end solution that was not only robust enough to take on their task from bottom-up, but one that was also comprehensive and easy to use.



After determining what was needed to align their business towards their future goals and

after considering various solutions Delilah selected ChainDrive. ChainDrive offers a complete Fully Integrated Retail Management solution, from POS, Merchandise Management all the way through to Financials. Delilah

also purchased new hardware from ChainDrive for each of their stores. The new All-in-One dual display workstation offers today’s retailer the latest in POS technology.

“ChainDrive was definitely the right choice for us”, says Tony. “The professionalism and support we received during implementation was extremely helpful. The solutions wide range of functionalities are not only abundant but are easy to understand and operate, putting to rest any previous implementation fears we had.”

Delilah has reaped many benefits since applying the ChainDrive solution. Manual processes have finally been eliminated and the focus on improving overall business procedures is at the forefront of Delilah’s goal.

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