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CASE STUDY

Depo Bangunan expands its customer membership base with Infor M3

Established in 1996 as Indonesia's first one-stop supermarket for building materials, Depo Bangunan offers a vast variety of more than 97,000 SKU of products. From flooring and paints to electrical and plumbing, it sources from local and international manufacturers including TOTO, Dulux, and Jotun. Depo Bangunan has a strong presence throughout Indonesia's main island of Java and Bali, but to cement its position as the country's go-to retailer of building materials, the company is working to establish at least one store in every major city across Indonesia, including the recently established new store in Bandar Lampung.

Driving business transformation

Streamlining workflows and consolidating disparate systems

To support its ambitious expansion plans, Depo Bangunan needed to consolidate and streamline its massive retail store and warehouse network, turning to Infor® for help. Infor M3 enabled Depo Bangunan to consolidate its fragmented processes for sourcing and procurement, warehouse inventory, and financial accounting into a single, unified supply chain.

Headquarters
Jakarta, Indonesia

Revenue
USD 190M

Industry
Building materials retailer

Infor products
Infor M3™

Website
depobangunan.co.id

" **Infor M3 has transformed the way our patrons are serviced—from the moment they place an order through delivery and post-sales accounting. This has improved customer satisfaction and increased our membership numbers.**"

CAROLINE KETTIN
Chief Administration Officer, Depo Bangunan Group

Previously, these processes were handled by separate systems operating largely in silos with no real-time synchronization, resulting in regular discrepancies between procurement, inventory, and accounted sales numbers. This led to the company expending significant manpower resources to perform time-consuming manual checks and corrections on the fly.

With Infor M3, Depo Bangunan unified the fragmented processes. This enabled the company to minimize bookkeeping errors and reduce the number of man-hours required for manual crosschecks.

Customer base expansion through database integration

Infor M3 also enabled Depo Bangunan to integrate multiple customer databases across its retail store network, providing integral support for the company's ambitious expansion plans. Due to the wide geographical dispersion of Depo Bangunan stores, each outlet traditionally maintained its own customer database, which were not connected across the retail chain. This led to difficulties in managing chain-wide customer promotions and rewards programs, as inter-store customer transactions were not centrally documented.

With the multi-site capabilities of Infor M3, Depo Bangunan was able to integrate not only its previously discrete customer databases but also the numerous POS systems across its retail outlets. This helps the company provide better customer service and management, which resulted in improved customer satisfaction and a significant 16% growth in Depo Bangunan's customer membership base over three years.

Business challenges

- Separate systems operating in silos with no real-time synchronization

- Time-consuming manual crosschecks to consolidate information

- Customer information maintained in separate databases per retail outlet

Business results

- Established a foundation for uniform business processes

- Eliminated manual, time-intensive data tracking and crosschecks

- Improved customer satisfaction and increased membership numbers by 16%

- Minimized bookkeeping errors and reduced the number of man-hours required for manual crosschecks

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