



Reitmans Canada

Reitmans saves time and expense by introducing Vizu™ Forms in its' daily operations

Reitmans, Canada's largest women's specialty retailer, was founded in 1926 by Herman and Sarah Reitman.

More than 75 years later, Reitmans Canada Ltd. has grown to include over 973 stores operating under eight divisions: Reitmans, Smart-Set, RW & CO., Penningtons, MXM, Thyme Maternity, Addition-Elle and Cassis.

Benefits of Vizu™ Forms:

« Aside from saving time, Vizu™ Forms allowed Reitmans to reduce labor costs to the equivalent of a full-time employee ».

Jacques Boucher,
Loss Prevention Manager. Reitmans Canada

- ▶ drop in clerical tasks thanks to data being electronically managed from start to finish;
- ▶ Software as a service (SaaS) helped Reitmans cut operation costs and reach their Return on Investment after only three months;
- ▶ Easy form modification and creation speeds managers' work and gives more freedom to mobile personnel;
- ▶ Quicker response to store needs and requests means higher service quality and satisfaction;
- ▶ Direct data entry stands for precision and efficiency in information retrieval and transmission;
- ▶ Real-time history consultation and follow-up as a result of automatic and instantaneous data retrieval;
- ▶ Immediate access to store reports allows quick identification of strengths and weakness and provides a simple platform for better assessments;
- ▶ Operations and reports are greener than traditional printing and wasting of paper resources.

Informations :

- ▶ Vizu
www.vizu.ca
- ▶ Reitmans
www.reitmans.ca
- ▶ Cyber Cat
www.cybercat.ca

The challenge

In 2007, Reitmans was looking for an efficient and uniform solution for its mobile personnel operations on the field. Working at the time with paper forms, employees were faced with heavy administrative tasks when visiting stores. Representatives had to print protocols, fax requisitions after each visit and drive to their offices in order to enter their evaluation results on their computers. Realizing the important efforts involved in meeting strict quality standards, M. Jacques Boucher, Loss Prevention Manager at Reitmans decided to solicit potential providers for a better solution. Upon recommendation, he contacted CyberCat, a Quebec City company and a leader in developing and implementing custom mobile solutions. For the task at hand, CyberCat proposed its' sturdy and easy-to-use Vizu™ solution.

In order to adopt Vizu™ Forms, M. Boucher had to convince Reitmans information security team of experts of its' robust and safe nature. CyberCat helped show how its' solution was clearly up to the task.

The solution

CyberCat has been developing Web based and mobile solutions for Canadian companies since 1997. In 2006 CyberCat introduced Vizu™, a revolutionary line of mobile software that lets any business quickly deploy a mobile solution. Being flexible, Vizu™ Forms replaces traditional paper forms and deploys them onto popular mobile units such as BlackBerry®, PalmOS® and Windows Mobile® .

In January 2009, Reitmans counted twelve Vizu™ Forms users. Integration was swift with all mobile and non-mobile personnel involved in the process. M. Boucher describes Vizu™ as an essential tool, saying that going back to paper would be like going back to the Stone-Age.



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