

# CaseStudy

## Quote

"The total store solution from STJ has brought our business to another level. It has hardened our business rules, applied technology in innovative and seamless ways." – John Foster

## Profile

Foster's Shoes has been selling specialty footwear since 1953 and has stores in Ontario and Manitoba. The company prides itself on unmatched customer service, and carries an extensive array of specialty shoes that fit their strict requirements of support, function, fit and style.

Foster's has a long history working with the medical community promoting advances in children's pediatric footwear to treat a wide range of congenital and acquired foot problems. Their senior management helped create the Canadian Prescription Footwear Association (now The Pedorthic Association of Canada) and the company has a number of Certified Pedorthists on staff.



## customer profile

**Name:** Foster's Shoes

**Location:** Toronto, Ontario

**Solution:** Appaloosa POS and Total Store Support Services

## Specialty Footwear Company Increases Competitiveness and Improves Profitability by Outsourcing Store Systems.

**Challenge:** Foster's Shoes knew that they needed to make the transition from an electronic cash drawer to a point of sale system in order to further the development of their business but without a dedicated IT department to implement and support the potential solution they lacked the technical knowledge and retail experience to do so.

**Solution:** Foster's Shoes approached STJ Retail on a consultative basis to drive the automation of their stores. After a careful examination of Foster's requirements and business processes STJ Retail was able to deliver a turnkey point of sale solution including, hardware, Appaloosa POS software, network, training and support that met their support and maintenance needs.

The total store solution was designed to shield Foster's Shoes from the complexities of both technology and vendor management, through one single point of contact.

**Result:** The total store solution was deployed on time and on budget. STJ Retail guided Foster's through the challenges of a first time automation and took appropriate care in ensuring their satisfaction with the systems involved. STJ is the single point of contact that manages 400 other technology providers at the store level, provides retail industry knowledge and forward thinking thought leadership.

8001 Weston Road, Suite 400  
Woodbridge, ON L4L 9C8  
Phone 905-851-6600  
www.stiretail.com

