

José María Visconti Caparrós

**Case Yet Technology:
digital transformation
of the point of sale
with the Corner Retail
programme**

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There is a teacher's manual intended as a pedagogical complement.
It is available to teachers who use this document as teaching material.
editorial@esic.edu



February, 2024

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© 2024, ESIC EDITORIAL
Avda. de Valdenigrales, s/n
28223 Pozuelo de Alarcón (Madrid)
Tel.: 91 452 41 00
www.esic.edu/editorial
@EsicEditorial

ISBN: 978-84-1192-038-4

Cover design: ESIC
Layout: Santiago Díez Escribano
Printed by Gráficas Dehon

A publication of

esic
Editorial

Printed in Spain

This notebook has been printed with organic ink and sustainable paper.

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José María Visconti Caparrós

Top producing Marketing and Digital Business professional with proven record of success, addressing aggressive business objectives. Over 25 years of experience working for multinational companies: Deloitte, 3M, Maxam, Opinno, Rubricae... And Board of Directors of International Associations: AFEMS. Currently Director of Masters of Digital Marketing and Digital Business in ESIC Business & Marketing School.

Passionate entrepreneurial spirit, combined with a solid background in multinational processes and a wide variety of experience building & managing teams at different disciplines either national or internationally.

Leadership in Executive Education Programs in different business schools as: ESIC, ie, CESA, ESAN, SISU, Panamerican Business School, CESIF... and in company programs (Coca Cola, ICEX, Madrid Emprende, Foro de Marcas Renombradas de España, Saint Gobain, Cofares, Moimsa, Sacho Kai, IKEA, Acciona, Mafre, Bankia, Iberdrola, Cámara de Comercio de Bilbao, PSYMA, COVAMA, Club de Marketing de Logroño, Caja Rural Castilla-La Mancha...) and speaker and collaborations in different events.

Bachelor in Economics from Universidad Autónoma de Madrid, degree in Law from Universidad Complutense de Madrid, Chief Commercial Officer Program (CCO) from ESADE and fellow in Advance Higher Education.

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*Original case by **Professor José María Visconti Caparrós**, developed as a basis for class discussion and not as an illustrative example of a diversification process based on the discovery of market opportunities. The data used in this case is based on public information from reference companies obtained through their website and other sources of information. The characters and situations expressed are fictitious, except for public statements.*

Original 27 May 2023 - Last revised 26 January 2024

Key words: Omnichannel, retail, shopping, digitalization, ecommerce, esales, UX, technology, transformation.

Categories: Digital marketing.

1. Company background

YET Fashion Technology is a company 100% made in Spain that presents itself as a technological partner of manufacturers and points of sale with a value proposition based on people and technology to create omnichannel (<https://yetoutsourcing.com/nosotros/>). It is a B2B company with more than 30 years' experience that has been able to create strategic alliances with its customers. YET's solutions have been used for the successful business development of its clients' products in the retail sector. On its YouTube channel (<https://www.youtube.com/@yetcashion-technology>) it offers its mission as:

We are the Spanish technology company that takes brands to the Retail of the Future. We are a technology partner, we develop technology. Strategic ally, we design the journey together. Facilitator of models, we reinvent distribution. Observatory of trends, we create from the future. We work with brands, manufacturers, franchises and investors. Native Phygital Ecosystem, with new talent and futuristic shops, multi-brand corners, dropshipping, pop up stores, tech franchises...and unlimited shopping experiences. Yet Fashion Technology is team, technology, disruption. We dream and design Retail 4.0 and tomorrow. Let's make the future together.

Its clients include companies such as: Textura, Flop shoes (B2B NIKE), Primichi, Chica 10, Scarpi, Geox, Pikolinos, Victoria, Clarks, among others. Many of these clients recognise the value of having a technological partner such as YET through valuable testimonials such as those that can be seen at: <https://yetoutsourcing.com/proyectos/>.

Its CEO, Valentín Alonso, R&D Director, Anabel Jiménez, and the YET team have an innovative vision and a widely recognised technological authority in the field of retail. To learn more about this vision, we recommend watching the following video: https://www.youtube.com/watch?v=_Ytpi-s3ql0&t=6s

In 2022 they started an ambitious project to disseminate the Spanish retail panorama called Phygital Podcast, which can be found on their YouTube channel. It is an interesting series of episodes where the protagonists of the sector explain their visions, predictions, projects, opinions and more, of everything that is key in the development of this industry, with a clear focus on a humanised digitalisation. These are essential interviews presented by José Manuel Santos (Head of Communications at YET). The company emphasises that its solutions do not aim for technology to replace human beings, but to complement them so that we can dedicate our time to the activities that provide the most added value.

Through its solutions, the company has been able to create a technological ecosystem for the retail of the future. The most relevant elements of this ecosystem are (<https://yetoutsourcing.com/soluciones/>):

- **Twister ERP®. The leading omnichannel solution for the Retail Sector.** The comprehensive technology platform designed to solve all the strategic and operational needs of the Retail sector.
- **The MobileStore(R) Solution transforms physical shops into digital and social spaces.** The essential technology to transform the sales team into personal shoppers with a focus on increasing sales and customer loyalty.
- **TPVEON®. The POS solution that turns physical shops into Omnichannel spaces.** Multi-store, Multi-payment, Multi-cash, Multi-currency, Click&Collect, Up-Selling, Crossselling, Financing and Deferred Payment are just some of the functionalities of this Retail 4.0 Solution The definitive Phygital Solution for Brands, Manufacturers and Franchises of Fashion, Footwear, Home and Accessories.
- **CornerStore®. Technology that creates the new version of the Multi-brand Store.** The Solution that facilitates a new Business Model. The Multi-brand Corner Store. A new physical shop model based on automatic replenishment and total connection with the brands. Technology that enables a paradigm shift in the management of physical points of sale. A successful model for the expansion of brands and for the retailer's business.
- **Click & Collect®. The technology that takes the customer from the online purchase to the physical shop.** The solution that allows your customers to select the physical location for collection, exchange or return in your e-Commerce. Availability of all items in real time. Omnichannel sales without friction or barriers for the new digital customer.

- **WalletStore®. Secure payment, eTicket, integration of payment methods, financing and deferred payment.** Integration technology for all payment methods in our EON POS. Visa, PayPal, Bizum, Apple Pay, Google Pay. Implementation of the e-Ticket in physical shops. The Financing and Deferred Payment Solution with our CreditStore Solution.
- **CreditStore®. Financing and Deferred Payment Technology in the physical shop with our EON POS.** Our solution allows physical shops to connect through our EON POS with multiple financing and deferred payment platforms. The essential technology to increase the average sales ticket.
- **SGA Logistics®. Artificial Intelligence and Neural Networks to create our Warehouse Management System (WMS).** The most advanced solution for stock management and logistics. Technology that turns physical shops into satellite warehouses. Reduction of time, space and costs of handling and shipping. Automation of 99% of the processes. All systems. Cross-Docking, Wave Management, SSCC, eCommerce and Event Management.
- **Connector®. Integration technology with Marketplaces and eCommerce platforms.** Solution to integrate our Retail 4.0 Ecosystem with Marketplaces or other eCommerce platforms (Shopify, PrestaShop). The essential technology for brands that operate under Dropshipping Model. Total omnichannel and unlimited sales spaces.
- **BIStore®. Business Intelligence on your Smartphone. Business Intelligence in a Click.** All the power of our Business Intelligence in a mobile version. Consult from your Smartphone all the information and evolution of your points of sale, in real time. Comparative traffic light. Ranking of best-selling items. Sales by article, section or period. Business intelligence in the palm of your hand.

As a result, more than 800 companies have placed their trust in YET to manage their business. This means serving more than 11,000 users, on four continents and in 10 languages. Over the years, 180,000 hours of programming have been dedicated to achieving at least 15 versions of software with which to offer more than 700 options.

2. The CornerStore® project

Valentín and Anabel were very satisfied and proud of what YET had achieved. Being close to the customer, listening to their concerns, observing with perspective the intense processes of change that technology offers and a healthy non-conformism had allowed them to achieve these goals. Many of the solutions offered by YET are used for the internal management of its customers or to enable them to better offer their products and solutions to end customers. But among the entire portfolio of solutions, CornerStore® offers great possibilities for YET's B2B customers to establish strategic business development alliances with other companies. The solution is ideal for those brands that do not want to or cannot develop their own network of points of sale, or want to complement their current one, and in both cases with the possibility of being able to do so more quickly. It is also a very interesting solution for those who have points of sale and want to optimise the