

## QUICK VIEW

# Modern POS Solution to Empower Retail Growth for Runway Boutique



### INDUSTRY

Retail

### LOCATIONS

Washington, USA

### URL

[www.shoptherunwayboutique.com](http://www.shoptherunwayboutique.com)

### Company Overview

Runway Boutique believes in fashion that reflects their clients' confidence and inner beauty. Every outfit is an opportunity for clients to express themselves, and every moment is a chance to make the world their personal runway.

### Business Challenge:

Runway Boutique, a rising fashion retailer, experienced rapid success after opening its first store, quickly surpassing initial sales forecasts. However, that growth exposed significant limitations in its existing Point-of-Sale system, which lacked the accuracy, flexibility, and scalability required to support an expanding retail operation. The team struggled with incomplete financial reporting, limited inventory visibility, and difficulty analyzing product performance—critical functions for a data-informed retail business. These limitations not only slowed daily operations but also created long-term obstacles as Runway Boutique prepares to expand into additional locations. With customer expectations rising and operational demands increasing, the company needed a robust retail technology partner capable of supporting both current needs and future growth.

### The Solution:

To address these challenges, Runway Boutique partnered with OSI Digital's Retail experts to implement a modern, scalable retail technology ecosystem built around OSI's ADVANTAGE Point-of-Sale and Pricing & Promotions solutions. The implementation included the deployment of ADVANTAGE Back Office in Azure Cloud, providing the Runway Boutique team with secure, remote access to real-time data, centralized operations management, and improved visibility across all inventory and transactional activity. OSI Digital collaborated closely with store leadership to configure product categorization, forecasting tools, and financial workflows tailored to the boutique's business model, enabling more precise reporting and decision-making. By redesigning key processes—such as returns, exchanges, timekeeping, and user permissions—OSI Digital helped streamline store operations and reduce administrative overhead. This comprehensive solution not only resolved the limitations of the previous system but also established a strong digital foundation to support Runway Boutique's long-term expansion plans, including future stores and potential unified commerce initiatives.

### Results:

- Enabled efficient product exchanges for a quicker, more customer-friendly shopping experience
- Improved accuracy in accounting for sales, exchanges, and returns, reducing effort during year-end tax preparation
- Introduced product categorization to support deeper sales analysis and stronger purchasing decisions
- Simplified associate timekeeping and user-permission management to improve operational control
- Established a scalable retail technology platform that positions Runway Boutique for multi-store growth and future e-commerce opportunities



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