



BROWN THOMAS ARNOTTS

CUSTOMER SUCCESS SPOTLIGHT

Brown Thomas Arnotts Builds a Stronger Retail Foundation with Aptos Sales Audit

About Brown Thomas Arnotts

Brown Thomas Arnotts is Ireland's leading luxury fashion retailer.

Part of the Selfridges Group, Brown Thomas Arnotts encompasses two of Ireland's premier retailers – Brown Thomas and Arnotts – both offering exceptional luxury shopping experiences.

Established in 1849, Brown Thomas operates five iconic Brown Thomas department stores in Dublin, Dundrum, Cork, Limerick and Galway and one BT2

branded fashion store. Brown Thomas is synonymous with luxury, integrity and beauty.

Arnotts is Ireland's oldest and largest department store having opened its doors in 1843 and since then has developed the premises into the 300,000-square-foot store as it stands today. A reliable family favourite with both Irish and international visitors, Arnotts boasts a broad collection of designer brands in fashion, beauty, homewares and more.



A trusted foundation for connected retail

For nearly 25 years, Brown Thomas Arnotts has leveraged Aptos Sales Audit to consolidate and audit transaction data across its retail operations. During that time, the solution has supported the retailer as it adopted new point of sale (POS) technologies, expanded its ecommerce

presence, enhanced its gift card and loyalty programmes and introduced new omnichannel initiatives.

Today Brown Thomas Arnotts brings transaction data into Sales Audit from its POS system, online stores and selected third-party concessions. Sales Audit

translates and audits those transactions before sending the information downstream to the enterprise systems that depend on it, including CRM, merchandising, finance and compliance systems.

Whatever channel we have at the moment and whatever comes in the future, we know with Aptos Sales Audit that we have a platform that allows us to consolidate and audit all of our TLOGs – and that gives our team a lot of confidence.

– **Angela Sullivan**, Head of Retail IT at Brown Thomas Arnotts

One platform for every transaction

Brown Thomas Arnotts uses Sales Audit to create a consistent process for managing sales data, regardless of where a transaction originates. The retailer's stores and online channels feed into the platform, as do sales from selected third-party concessions operating within its stores and using Brown Thomas Arnotts POS system.

The platform's flexibility also allows sales from other areas of the business to enter the same Sales Audit environment. This is especially valuable for operations that do not use the retailer's standard POS. For example, restaurants located within Brown Thomas Arnotts stores and the group's third-party furniture



business use POS solutions that differ from the department store tills. These businesses provide their sales in a defined TLOG format, allowing Sales Audit to translate and consolidate those transactions alongside the rest of the business.

The result is a centralised, audited view of sales activity across channels, business units and select third parties – without requiring Brown Thomas Arnotts to build and maintain a separate set of connections for every source of transaction data.

Gift cards that support loyalty and retail flexibility

Gift card functionality has been part of Brown Thomas Arnotts Sales Audit environment since the retailer first implemented the solution. The retailer now uses the gift card module to support physical and digital gift cards as well as its loyalty programme.

Sales Audit enables Brown Thomas Arnotts to load value onto loyalty-linked cards and support promotional offers across channels.

Rather than presenting a direct discount, Brown Thomas Arnotts can offer value

back to the customer through a gift card. This gives the retailer another way to deliver an attractive customer offer while protecting the presentation of premium products and keeping more value within the business.

Confidence through accuracy and performance

For Brown Thomas Arnotts, one of the most important benefits of Sales Audit is the confidence that comes from knowing daily transactions are balanced. **The platform helps the retailer verify that sales and tenders match, identify discrepancies and maintain reliable flows of information to downstream systems.**

Sales Audit is fundamental to how we operate. It brings together transaction data from across the business and supports many of the processes our teams rely on every day.

– Angela Sullivan, Head of Retail IT at Brown Thomas Arnotts



As part of a broader technology modernisation effort, Brown Thomas Arnotts migrated Sales Audit to a SaaS model, replacing an ageing on-premises deployment with a more secure and scalable platform. The move has improved processing performance and enabled the retailer to retire its legacy remote-access software.

A partnership built over time

Brown Thomas Arnotts relationship with Aptos extends beyond Sales Audit. The retailer has worked with Aptos over many years and multiple applications, including CRM and clienteling, partnering with the Aptos team to automate processes, improve customer and employee experiences and introduce new capabilities.

That long-term relationship has given Brown Thomas Arnotts a platform that can evolve with its business.

For Brown Thomas Arnotts, Aptos Sales Audit is more than a background system. It is the connective layer that brings transaction data together, keeps daily operations in balance,

supports omnichannel growth and gives the business the flexibility to move quickly when customer and business needs change.



About Aptos

Aptos is the global leader in unified commerce solutions for retailers. Our modern, cloud-native POS and advanced enterprise technologies are trusted by hundreds of retail brands around the world. For over 40 years, Aptos has delivered software solutions that help retailers inspire loyalty, maximize revenue and reduce costs.

[Learn more about Aptos](#)