INFOTECH

Case Study

Customer Background

A leading organization in the Hypermarket Sector, the client is committed to bringing low cost and high quality food products to the people of Saudi Arabia. Being a value driven company, they have an incredible focus on providing the best of food and non food products to the local population at the most reasonable rates. The company achieves its financial goals by keeping a limited stock of goods along with tight controls on operational and quality processes. The benefits thus gained are passed on to the end consumers in the form of massive discounts which leads to an ever-growing loyal customer base. Having found success in this business model, the organization is now in expansion mode, with an ambitious target of opening 600 stores in the coming 2 years.

Business Case

The main issue faced by the customer was related to the scalability of the existing Microsoft Dynamics, LS Retail System. This was a Support engagement taken up by Godrej Infotech Limited, the scope of which included resolving a comprehensive list of performance issues so that the system could sustain the company's expansion plans of having hundreds of synchronized stores across various locations in Saudi Arabia. The main issues faced by the client were:

• One way communication between store and head office systems led to significant data inconsistencies and transaction locking issues, thus degrading the overall performance.
• Inventory module was not giving accurate results as it was taking lot of time to calculate stock depletion levels at all locations.
• Lack of a central merchandizing system was leading to non compliance across the stores and difficulty in measuring demand and supply variations.

Saudi Arabia's Hypermarket Chain Uses LS Retail - Microsoft Dynamics Platform for Superior Scalability

Highlights

Industry: Retail, FMCG
Employees: 200
Project Location: Saudi Arabia
Engagement Since: 2015

Solution Snapshot:
• Coupon Management
• Inventory Automation
• Speedy Stock Transfer Processes
• Master Plan for Merchandizing
• Extensive Reports

Environment:
• Operating System - Windows 8
• Database - SQL Server

Modules:
• In-Store Management System
• Inventory
• Warehouse
• Point of Sale

Customer Speak:

"On behalf of the entire organization, I am happy to share that we have received tremendous benefits from working with Godrej Infotech Limited as an IT Solutions Partner. We recently implemented a LS Retail Solution to automate all of our store and backend processes. This new system allows us to move from our conventional way of working with multiple Excel Sheets and gives us all the relevant information that is needed for efficient functioning of our day to day routine. Our partnership with Godrej Infotech Limited is built around common values of simplicity, cost effectiveness and high quality. The ERP System has led to a significant 40% increase in the speed of transactions, giving us that extra bandwidth as an organization to focus on those activities that serve our customers better. I look forward to this association with Godrej Infotech Limited as we continue our vision of simplifying our business processes with the best of technology innovations."

- IT Manager

Business Solution

The solution provided by Godrej Infotech Limited included a complete system re-architecting of the data access layer between stores and head quarters.
Salient features of the solution include:

• Data Replication:

A two way communication mechanism with data replication at both end points was established between store and head-office databases so as to enable real time synchronization of critical information. LS Retail's In-Store Management System was implemented following industry best practices.

• Inventory and Stock Transfer Optimization:

A huge re-structuring was done that fast forwarded the process of stock transfers from the warehouse to the stores. Microsoft Dynamics AX Warehouse Management Module was used along with Inventory Solution. Transfer requests are verified against the master plan and transfer orders can be automatically generated on approval.

Challenges

• Infrastructure:

The current In-Store Management System was proving to be in-sufficient for handling the huge traffic between server and host systems. The team at GITL performed a thorough capacity planning exercise which highlighted the necessary hardware upgrades needed for solving the performance bottlenecks.

• Inventory Accuracy:

Having an accurate and up-to-date real time inventory based on which ordering decisions could be taken was a huge challenge. This was resolved by optimizing the communication between the backend system and the front end LS Retail POS system across the network of stores and companies.

Benefits

Some of the significant benefits experienced by the client are:

• Data Integrity:
Comprehensive audit trails, data locking mechanisms and automated matching reports guarantee that data breaches are easy to discover, thus protecting the organization from any liabilities related to the data infrastructure.

• Speed of Operations:
System optimizations of clubbing related transactions and using online modes of communication has helped speed up the overall business process by a significant 40%.

• Easy User Adoption:
GITL conducted an in-depth hands-on training for the LS Retail solution which led to a smooth and happy on-boarding experience for end-users.

Contact Us

About Godrej Infotech Ltd.

Godrej Infotech Ltd, part of $4.1 Bn. Godrej group, is a software services consulting company with HQ in Mumbai and operations across India, Middle-East, APAC and Europe. A CMM Level 4 and ISO 9001:2008 certified company, GITL's service offerings follow proprietary methodologies derived from product best practices and experience in similar implementations. We have strategic partnerships with Microsoft, LS Retail, Infor and SAP for ERP and their allied products. GITL is committed to its 350+ customers globally in the Manufacturing, Engineering, Projects, Retail and Distribution.

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