

Case study

About the client

The client is a multi-functional firm specializing in hypermarkets, supermarkets, shopping malls, electronics outlets, retail parks and franchisee operations. Headquartered in Abu Dhabi, the organization has a 43% market share and serves more than 60,000 customers daily across its 20+ outlets. The organization is a proponent of responsible retailing and aims to offer the best value to its customers. An environment conscious company, this is the first retailer in the U.A.E to use 100% biodegradable shopping bags.

Business case

The client's POS systems needed to be enhanced to support offers and promotions, loyalty management, gift cards payments and bulk sales. Manual processing of over 15,000 invoices on a monthly basis was a time consuming process. Over 25 disintegrated databases and systems were to be replaced by a single comprehensive solution.

Business solution

After diligent evaluation of various competitor products in the market, the client selected Microsoft Dynamics AX 2012 R3 as the best fit solution. Godrej Infotech Limited (GITL), a Microsoft Gold Partner was selected as the implementation partner for this engagement on the basis of a proof of concept.



Abu Dhabi's Multi Business Co-operation Modernizes POS with Microsoft Dynamics AX Retail

Highlights

Industry: Retail

Location: Abu Dhabi

Employees: 1700

Annual Revenue: US \$ 750 Million

Engagement Since: 2014

Solution Snapshot:

- Real Time Connectivity
- Complete Inventory Management
- Multi Company Operation
- Discrepancy Reporting

Environment:

- Operating System - Windows Server 2012
- Database - SQL Server 2014

Modules:

- Procurement & Sourcing
- Retail
- Point of Sales
- Master Plan
- Finance
- Shareholder Management
- Service & Maintenance
- Warehouse & Transportation
- Inventory Management
- Investment

The highlights of the solution provided are:

- POS and Back-Office Integration: Streamlined online and offline capabilities to efficiently handle network failures
- Third Party Interfaces: Real time connectivity with weighing scale, hand held devices, price checker, e-Voucher (Etisalat) and bank feeds (NBAD Bank)
- Seamless Integration with existing e-Procurement System for complete vendor management
- 200+ hand held device for complete inventory management with 14 manual options
- Implementation of business development, multi-level trade and rental display agreements
- Auto calculation of third party commissions based on branch, vendor and item
- Support for vendor rebates, competitor pricing and RSP compensation
- Daily supplier invoice posting
- Auto e-LPO via email

Challenges

A large scale implementation of this magnitude with more than 15 AX and POS modules had to be adeptly managed and monitored throughout the delivery lifecycle. The Microsoft Sure Step Project Implementation Methodology was used to ensure a smooth and streamlined workflow. Some of the issues that were faced were:

- Customization of more than 100 reports for real time data
- Development of add-on features for handling offline POS functionality
- Infrastructure pre-requisites for deploying the new release of Microsoft AX
- Handling frequent requirement changes due to multiple end users at client side

Benefits

Post implementation the organization has received the following benefits:

- Improved staff productivity
- Significant reduction in paperwork
- Automated workflow and notifications
- KPI Analysis with role center configuration
- Optimized inventory with auto replenishment
- Auto calculation of agreement based recovery advices
- Direct issue of purchase requisitions & orders from AX system

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About Godrej Infotech

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 & 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 arenas.