

Case Study

Customer Background

The client is an international duty free and travel retail operator focused on providing the best of products and customer services in emerging markets. In a period of 17 years, the company has spread its wings across 4 continents, operating over 150 outlets geographically distributed in 32 countries. The primary lines of business are:

- Duty Free Shops
- Convenience Stores
- Food and Beverage Outlets
- In-Flight Retailing
- Special Service for Diplomats

Business Case

The client had a unique business scenario as compared to other regular retailers since their customers are always on the go. In-order to deal with this, the organization follows a tremendously pro-active approach towards stock availability and speedy service. Having a technology solution that supported this aggressive business process was the need of the hour.

Furthermore, having presence across multiple geographies and time zones with multiple partners and multiple technology platforms was leading to operational inefficiencies and unnecessary delays in getting the stores started. Hence the decision to go for a single IT partner that could support the business consulting and technology needs of this organization across geographical locations and time zones.



Global Travel Retailer Reduces Total Cost of Ownership with the All-in-One NAV LS Retail Solution

Highlights

Industry: Travel Retail, Food and Beverages

Employees: 1500+ worldwide

Annual Revenue: USD 1 Bn.

Project Location: India, U.A.E

Engagement Since: 2011

Solution Snapshot:

- Multi Currency Cash Back
- Approval Workflow
- Bar Code Scan for Inventory Movements
- Transit Bank Guarantee Management
- Payroll Add-on

Modules:

- Sales
- Finance
- Purchase
- Inventory
- LS In-Store
- Warehouse
- LS Back Office

Customer Speak:

"This is to certify that we are using ERP System Microsoft Dynamics NAV/ LS Retail implemented and supported by Godrej Infotech Limited. We are satisfied with the product and the staff support provided by Godrej Infotech Limited. The Pre/Post implementation is beyond our expectations. We have done business with Godrej Infotech Limited since 2010. We do not hesitate to recommend Godrej Infotech Limited as a good implementation partner in both Pre / Post implementation."

- IT Manager

Business Solution

A successful long term relationship with Godrej Infotech Limited (GITL) helped the customer gain confidence in moving towards a single partner model. With in-depth domain expertise and technology expertise, GITL successfully supported the client's multi-platform scenario by synchronizing with their time zones.

The standard solution of LS NAV has been enhanced to meet the requirements of the client. The POS has been customized to specifically meet the needs of the sales staff at airport terminals. Some of the highlights are:

- **Passport Scan, Flight Master Interfaces:** Frequently needed information is pre-filled so that the customer check out experience is expedited.
- **Customer Quota based Offers:** Promotion campaigns are designed to adapt to the varied needs of passengers. Frequent fliers get additional benefits due to integration with third-party loyalty systems.
- **Pre-Ordering:** Travelers can go through an online catalog and book their products in advance. Such orders will be processed and purchased items will be kept ready for collection at the duty free.
- **Exchange Rate Support:** The system has been customized to support multiple currencies so that global travelers get maximum benefits and are protected from irregular rate fluctuations.
- **Consignment Management:** A special business study and solution was done to address the complex consignment management purchase process which involves working with different warehouse rules and scenarios across seaports and airports spanning multiple geographies.
- **HR Integration:** A comprehensive HR and payroll module was implemented to automate internal functions like time and attendance, salary benefits, transfers, promotions and commission calculations.

Benefits

Some of the significant benefits experienced by the client are:

- **Streamlined Purchases:** Approval based workflows have helped significantly in shortening the procurement cycle and ensuring supply availability.
- **POS-Back Office Integration:** Despite its diverse global environment with multiple back end systems, key stakeholders can now get a unified view of critical financial and merchandising information.
- **Localization:** The system supports extended region specific taxation and compliance requirements. Provision for features such as parent and store wise bond number tracking allows for business expansion and compliance to local statutory requirements.
- **Location Wise Profitability:** Each business owner gets complete visibility of his or her individual financial position.
- **Timely Execution of Vendor Promotions:** The system automatically schedules cost recovery from vendors so that smooth financial cash flow is maintained.

Contact Us



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About Godrej Infotech Ltd.

Godrej Infotech Limited, part of the \$4.1 Bn. Godrej group is one of the leading IT service provider specializing in End-to-End IT solutions and services. Strategic partnership with industry leaders like Microsoft, Infor, LS Retail, and Oracle have played an instrumental role in making the organization a mature IT partner that understands the value of business process automation. Our service offerings include Business Consulting, ERP Implementation & Support, Application Development, Integration, Digital transformation, Analytical services, Mobile Application Development, Infrastructure Management, and e-Commerce. We have domain and technology expertise in the manufacturing, retail, trading, distribution, logistics, hospitality, project, and service industries. A CMM Level 4 and ISO 9001:2015 certified company, GITL's service offerings follow proprietary methodologies derived from product best practices and experience in similar implementations. Headquartered in Mumbai, India we have presence in Middle East, APAC, Europe and US with customer footprints extending across multiple geographies.

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