

ENGAGEMENT CASE STUDY

Customer Background

The group was founded in 1967 with the purpose of presenting buyers with major European tableware, bathroom equipment, and lifestyle products. Since its foundation, the company has grown to become a leading distributor of tiles, luxury bathroom suites, finely engineered plumbing fittings and high quality tableware, and their products and services are second to none in their field. With a total of 20,300 square meters of showrooms, backed up by 55,600 square meters of state-of-the-art warehousing and a sophisticated distribution system, they are well-placed to meet the various needs of the markets they serve.

Business Case

Client was managing a de-centralized setup with separate instances for all regions – UAE, KSA and Lebanon. The IT applications were also different from one region to another region. Major IT applications used were Microsoft Dynamics GP (UAE and KSA), DOS based application (Lebanon) and Microsoft RMS (UAE). Client was facing issues on data synchronization between retail stores and head office, and the group was unable to configure important functionalities like customer loyalty, gift cards, and global returns.



Leading Distributor of Lifestyle Products in the Middle East Successfully Completes Multi-Country AX 2012 R3 Implementation

"Having an integrated system deployed on the cloud has solved many problems that our organization faced previously. We have reduced manual processes in our operations by almost 80 to 90% as we now rely on the ERP to provide us accurate and consistent data. The team from GITL has been very thorough and professional in their approach and have completed the deliveries on time and with great quality."

- IT Manager

Highlights

Industry: Retail / Wholesale/ Projects

Project Location: UAE/ Lebanon/ KSA

Engagement Since: 2016

Solution Snapshot:

- Standard Solution across the Group's Divisions in UAE, Lebanon, and KSA regions
- Single Tenant Deployment in Azure
- O365 SharePoint Integration for Document Management
- Integration with Legacy Systems
- Extensive Financial Reporting & Analysis

Business Solution

GITL implemented a state-of-the-art AX solution with core modules like Financial Management, Inventory, Procurement and Sourcing. Standardized template of AX has been rolled-out for all regions with the goal of achieving group, region and division level financial consolidations. Along with Dynamics AX for the back office, GITL has also implemented Dynamics AX Retail POS solution & Call Center Functionality for the showrooms, which gives the customer a leading edge in the industry by providing better and lucrative customer service.

The application includes 14 legal entities and has been integrated across 38 consumer product and 70 building material showrooms. Highlights of the solution are:

- Global vendor and customer masters
- Global loyalty program
- Consolidation across multiple legal entities
- Business unit wise trial balances
- Auto mailing of documents and reports to external and internal stakeholders
- Extensive sales commission functionalities with multiple business logic

Benefits

- Better customer service at the stores
- Standardized business scenarios across locations and countries
- Better control of discounting
- Reduction in manual processes
- 360 degree view of stock
- Reduced dependency on on-premise infrastructure

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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