



Dynamic Vertical Solutions



LS RETAIL



The Client

TCNS Clothing Company Pvt. Ltd is a \$37 million apparel manufacturer and exporter with a strong presence in both domestic and international markets. With an aim to provide fashion in a modern retail environment to the Indian woman, W set up its first Brand Store in Delhi in 2002-03 in Lajpat Nagar. Today W has 30 Brand stores and a total of 110 touch points which includes multi brand outlets such as Ebony, Shopper's Stop, Lifestyle, Pantaloon, Debenhams and many more across 22 cities. The brand grew out of the need of contemporary Indian woman for innovative ready to wear that combine fashion and functionality. With a unique design sensibility, the Indian Salwar-kameez was transformed into its chic & urbane - yet comfortable form. This was the first such attempt at reinventing Indian fashion. W has added a lineup of fusion wear comprising trousers, skirts, tunics, tops and tees along with an exciting winter outer wear line. The W stores are designed in line with the brand identity - spirited, contemporary and innovative to lend a pleasurable shopping experience. Today W is the only national brand providing total wardrobe solution under one roof to the modern Indian woman. W mirrors the new age Indian woman. Rooted at home and taking on the world with panache, playing myriad of roles with élan and taking on the challenges in her stride.

Key Challenges

With the committed philosophy "Creating Fashion with Passion for the modern Indian woman", TCNS faced various challenges on the operational front to meet the evolving fashion needs of the contemporary Indian woman.

The company was working on disparate systems and was unable to track and plan inventory transfers to stores and monitor what was being sold at stores. For more than a decade, TCNS relied on a local solution at the back-end for corporate accounting, tracking chain-wide inventory and sales data, and another local solution at POS locations. However, these disparate systems lacked the functionality to automate product category management tasks, requiring purchasing staff to manually enter updates to pricing and product specifications. This caused substantial processing delays and frequently led to data-entry errors, which were then propagated in the system and passed on to the POS locations.

In addition to inefficiencies caused by the need for double entry, TCNS found that it was not cost effective to develop new functionality for its custom-built system. The addition of new stores, which coincided with the expansion of the company's inventory mix, the need of data synchronization, the ability to track and plan inventory transfers to stores, and the requirement to monitor what was being sold at the stores at various levels (such as region-wise, promotion-wise, category wise) only compounded these problems. Given ever-changing consumer needs, TCNS needed to sense the pulse, in order to develop and grow with the same speed as the fashion market demands.

To gain new functionality and reduce the cost and risk of running its operations on aging technology, the company decided it was time to replace its former system with a new state of the art, end to end solution proven for the retail industry. TCNS required an integrated business management system that would enable them to streamline their internal processes and procedures; eliminate duplication of data entry, achieve better planning, and ensure data integrity, data consistency, and the ability to drill down to specific transactions with timely processing of information inflow/outflow.

Solution Delivered

TCNS's aim was to have a single integrated system allowing for better management decisions through analysis and reporting tools and hence enable them continue their outstanding customer service and business growth into the future. The means to this end was to institutionalize an end to end integrated solution which would increase stability, resilience and speed. TCNS conducted multiple meetings with various solution providers. The product which stood out far above the rest was LS Retail NAV, an end to end solution for the retail industry built on Microsoft Dynamics. Exclusively distributed through Dynamic Vertical Solutions (DVS), TCNS had found the product which would streamline its business processes and help take the business to its next level. DVS works through a complete Partner

"In addition to integrating components and meeting the short time frame, our biggest challenge was deploying technology with minimal impact to store operations and gaining user acceptance and proficiency, TCNS's rollout was extremely smooth and the system didn't require too much training time – as we expected."

Saurabh Anand
IT Head - TCNS

Channel Network. Having understood the client requirements, its esteemed Microsoft® Gold Certified Partner, Tectura India, was chosen as the Partner whose depth and expertise in retail would make this implementation a success. In addition to LS Retail, Pebblestone Fashion modules were implemented.

LS Retail NAV allowed for a seamless integration of the back office and store operations, which ensured data synchronization, eliminated data duplication, and enabled TCNS to track and plan inventory transfers to store, store sales and cater to all store promotion activities. By integrating data and applications, the systems' functionality became more robust than that of a series of isolated systems ensuring total end to end integration.

Benefits

The quantifiable benefits incurred by TCNS included:

Increased Supply-Chain Efficiency: By streamlining contract and product management tasks using automated workflows, a manually driven process was converted into one of the company's most efficient functions. With better automation, TCNS is able to complete its purchasing and product update processes in less time. Employees can focus more time on strategic business tasks, such as market analysis, category management, and seasonal planning.

Increase in Store Sales : Meanwhile, sales are up because replenishment takes place far more quickly—required merchandise is generally replaced within a minute of being sold—so TCNS doesn't lose sales because customers can't find the merchandise they want. Moreover, employees now spend less time on inventory replenishment which means they have more time to spend on customer service, including cross-selling and selling more valuable merchandise, further driving up the business revenues.

Reduction in Cycle Times : The retail business works on the fundamental "Doing more with less", not only during tough economic times but at all occasions. LS Retail NAV helped reduce costs because conducting cycle counts and replenishing merchandise were far more cost-effective than before. Cycle counts that formerly took long hours twice a week are now accomplished in about 2-3 hours—a time savings of more than 90 percent. The time spent on handling inventory and thus the associated costs are down by 35-40 percent.

Improved Communication with POS Locations : Efficiencies gained in the area of supply-chain management and access to powerful analysis tools have helped TCNS significantly improve the quality of the information it provides to its stores. This benefit is enhanced by the company's communication and collaboration infrastructure. TCNS can now quickly and reliably distribute consolidated business information not only to the stores but also to its entire touch-point network.

Business Intelligence Enables Real-Time Decision Making : *"The reporting tools gave the much needed visibility into the health of the store and in a true sense of how a store or a set of stores is performing in real time. And that provides a level of accountability we never had before"* said **Saurabh**. For example, TCNS points to the ability to determine store manager performance very quickly and make amendments. Thus they were taking actions much faster than before because they could spot problems much faster than before.

The LS Retail NAV Experience

- **REDUCE** total cost of ownership
- **INCREASE** efficiency
- **DYNAMIC** systems initiative
- **ALLOW** business transparency
- **MAKE** up-to-the minute decisions
- **OPTIMIZE** your purchase
- **IMPROVE** your merchandising
- **INCREASE** stability, resilience and speed
- **ENHANCE** customer satisfaction and retention

