



LS RETAIL



CASE STUDY

CURRENTS RETAIL: SUCCESSFULLY RETAILING WORLD'S MOST SUCCESSFUL PRODUCTS ACROSS INDIA THROUGH LS RETAIL



LS Retail NAV helps Currents Retail establish robust and resilient retail and supply chain set-up for retailing Apple products Pan India.

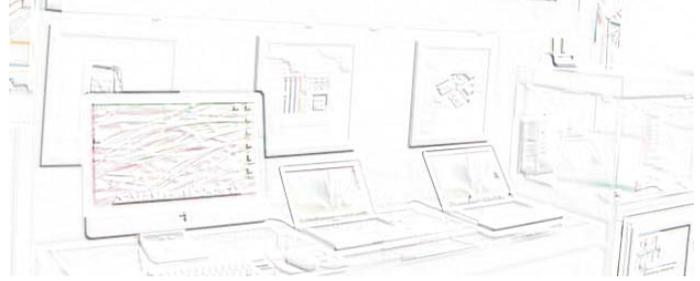


www.dynamicverticals.com

The Client

Currents Retail is a Premium Reseller of Apple, and is one of the largest partners of Apple in India. It has 3 stores across India currently, located at Chennai, Amritsar and Ludhiana, with plans to scale up to over 10 stores within a year

The company's stores offer single-window solutions for Customers needs using Apple products, a wide range of Accessories as well as a portfolio of Services.



Why the LS Retail Journey

With rapid expansion plans in sight, the company identified the need for a flexible business solution to integrate all its stores and processes with a strong emphasis on customer services. They needed a robust application that can help them scale up operations seamlessly and in a cost-effective manner.

The Challenge

To support effective and precise operations, the management sought a single solution with modules for sales, purchase, finance, and inventory so that all retail operations could be managed centrally. Being a part of a customer driven industry, they were looking for a solution that could deliver faster and efficient customer service. They needed a comprehensive solution that could manage the ever increasing complex business scenarios with minimum staff and maximum efficiency.

Results in Brief

The solution has been implemented successfully at 3 of their store locations at Chandigarh, Amritsar and Chennai with 2 more coming up in Coimbatore and Cochin by CETAS. CETAS through its combination of domain and capability on LS Retail has brought in significant process improvements through:-

- Centralized inventory management
- Scalability in operations
- Enhanced Customer satisfaction
- Supply chain control
- Comprehensive reporting
- Store process monitoring
- Advanced Data Synchronisation

"Being involved in high value product sales, we needed to ensure an efficient stock movement between stores and advanced replenishment capabilities within the system. The time lag between an order and its fulfilment can lead to huge opportunity losses and customer dissatisfaction. LS Retail NAV is the perfect fit for our requirements that helped us create supply chain efficiencies and improve profitability and CETAS has done a wonderful job in implementing the solution at the pace and quality we expected."

Venkatesh
GM Retail Business
Currents Technology Retail (India) Limited

"We were looking for a solution that provided us with a stable platform for our expansion plans. Our PAN India operations and supplies necessitated the need of a centralized system with an efficient flow of information between the stores and the HO. Cetas did an excellent job in implementing LS Retail NAV, a robust system that enabled a smooth and streamlined control over all operations."

Rameshraj
CEO
Currents Technology Retail (India) Limited

The Solution

To have an edge over its competitors, Currents Retail looked for the most efficient retail solution available in the market and thus evaluated several products. However, after analysing the capabilities of each solution, the company shortlisted LS Retail NAV for their organization.

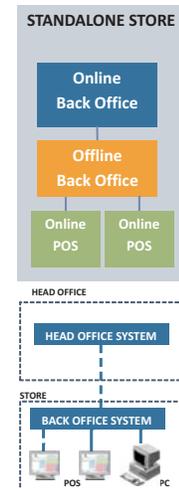
LS Retail NAV with its flexible architecture and rich functionality helped them standardise process flows like internal location transfers, serialize items, back office control, inventory look up etc. The solution offered them the tools to manage inventory, sales, billing, customer service all under a single roof which was essential for their Pan India operations and supplies. DVS and its implementation partners Cetas ensured a hassle free implementation of this world class solution within the stipulated timelines.

Apple as a brand has reached an epitome in most parts of the world and it's sales usually involve such high demand that it needs a robust, scalable system on a stable platform. It requires an efficient process management which could not only ensure a timely delivery and best-in-class customer service through a quick turnaround time but also give them valuable data for predicting consumer behaviour.

Seamlessly managing its inventory through an automated updation at its Head Office with every transaction was a key organization requirement. Moreover, managing bulk supplies with a zero scope of error was again a key business need. All this made it imperative for them to look for a system that could easily be integrated with its back office and maintain an efficient process flow for the store level operations.

The LS Retail NAV Experience

- **REDUCE** total cost of ownership
- **READY** for a change in your business and customer behavior
- **INCREASE** efficiency
- **DYNAMIC** systems initiative
- **ALLOW** business transparency
- **MAKE** up-to-the minute decisions
- **FEWER** mistakes
- **OPTIMIZE** your purchase
- **IMPROVE** your merchandising
- **INCREASE** stability, resilience and speed



Cetas Information Technology offers world class solutions through a mix of domain expertise, technology skills and project management abilities. It comprises of a dedicated team of skilled professionals who understand and address the needs of customers on the latest technology platforms. They help customers redefine (reinvent, re-engineer) their businesses on a continuous basis by providing innovative solutions using state-of-the-art technologies, business processes and professional people who are committed to the cause of customers.

"Our Partner's Commitment and expertise made this collaboration one that will contribute to the development for companies like Currents Retail within the Indian retail industry. I know we can count on their support for other expanding markets that DVS is targeting and we look forward to seeing further strength and growth for Currents Retail, with support of this scalable application and dedicated support from our Partner."

Rakhee Nagpal
Managing Director
Dynamic Vertical Solutions



WHO WE ARE

Dynamic Vertical Solutions (DVS) is a leading provider of end-to-end integrated and adaptable business management applications, for organizations of various sizes across various Industry sectors. With international solutions catering to industries varying from Retail, Hospitality to Real Estate Management, DVS brings together a portfolio of internationally proven, fully integrated business solutions.

As an organization we identify focus areas based on thorough research and a deep understanding of the needs and requirements of the industry. Consequently we select a portfolio of products based on their referenceability and long term sustainability, so that our customers need not reinvest in business applications in the future, thereby allowing them to focus on their core business using IT as a key facilitator in their growth.

The solutions we provide are based on a Microsoft Dynamics NAV platform supported through a global partner network that spans across geographies.

Our range of services, categorized under the following heads, are designed to help organizations scale in size & business, reduce total cost of ownership, increase efficiency & productivity, improve data integrity, gain better control and ensure a fast exchange of data to enable quick decision making of the highest quality.

CONSULTING | TRAINING | IMPLEMENTATION | LOCALIZATION
DEVELOPMENT | OUTSOURCING | INFRASTRUCTURE | ENTERPRISE

Dynamic Vertical Software Pvt. Ltd.

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