



LS RETAIL



CASE STUDY



ALOK H&A : STREAMLINES OPERATIONS AND ENSURES SMOOTH DATA FLOW THROUGH LS RETAIL NAV



LS Retail NAV helps Alok H&A achieve centralized control and a seamless flow of information to create business process efficiency



www.dynamicverticals.com

The Client

Alok was established in 1986 as a private limited company, with the first polyester texturing plant being set up in 1989. It has a strong foothold in the domestic retail segment through a wholly owned subsidiary, Alok H&A Limited, under the cash & carry model that offer garments and home textiles at attractive price points.

Alok also has an international presence in the retail segment through its associate concern, Grabal Alok (UK) Limited. This entity owns more than 200 outlets across England, Scotland and Wales vending value for money ranges for menswear, women's wear, children wear, footwear, home ware and accessories.

H&A stores are value retail outlets, positioned as complete family stores for apparel, home textiles and accessories, offering quality textile products at affordable prices.

Background : Alok H&A Ltd were using Polaris RXL solution to manage their retail stores and back office operations. With the company making rapid inroads into the retail industry it needed a solution that could manage all operations seamlessly and render key information across departments. The rapid growth also necessitated the need for a centralised control across the entire supply chain. With the demand and the number of customers growing, the company started suffering from opportunity losses created due to stock outs and replenishment delays. This made them go for a centralised end-to-end retail management solution in LS Retail NAV



Why the LS Retail NAV Journey

Alok H&A needed a system with an online inventory management for efficiently managing demand through a real time access to important information. They were looking for a complete centralized control over the point of sale system for planning, executing and monitoring their store strategy seamlessly across multiple outlets. They needed a complete control over sales and schedule data transfer as and when required by the management.

After much deliberation and a detailed analysis of all the solutions available in market, the company decided in favour of LS Retail NAV as the standard retail solution across their multiple outlets. In LS Retail NAV, they found a completely end-to-end retail management solution that uses a single application to cover store to headquarters; the Point of Sale (POS) terminals, store systems, inventory management and all back office functions required at head office. The system could also be integrated seamlessly with SAP that ensured no data lags throughout the organization.

The Challenge

With the legacy system, company was facing several operational and process related challenges. Data synchronisation between the store and the Head Office was completely inefficient and often resulted in a daily back log of 7-10 days. This required manual intervention for financial reconciliation which was a time consuming and error prone process.

The other significant challenge was the inability of the system to manage a two way data transfer. Data could either be pulled from the stores to be fed into the HO or be pushed back to the stores at one time. This often created a communication gap and the management was left with very little to no information for any strategic decisions. Moreover standardisation at individual stores was also not possible. Hence the Head Office lost all operational control at individual stores and critical processes started to suffer.

Replenishment became obsolete and reactive with a 6-7 day back log that affected sales and customer service. The entire supply chain was hit and there was nothing that the management could do about it with the current system in place. Support was another challenge as the verbal commitments were very rarely fulfilled. Moreover the product roadmap did not quite match the company's vision as it treaded the path of growth.

"An internal audit highlighted the facts already known to the management by now. We were having zero control over our inventory, logistics and data flow which created a lot of problems for us and could have affected our growth in the long run. This prompted an immediate changeover to a more comprehensive solution that could integrate all processes and create a centralized control."

Mr. Pinesh Mehta
Vice-President
Alok H&A Ltd.

LS Retail NAV has been able to resolve 90-95% of our issues with the older system. It has brought significant business advantages and process improvements for Alok H&A. We are seeing a much tighter control over all operations and seamlessly managing all our retail outlets from the Head Office itself.

Mr. Pinesh Mehta
Vice-President
Alok H&A Ltd.

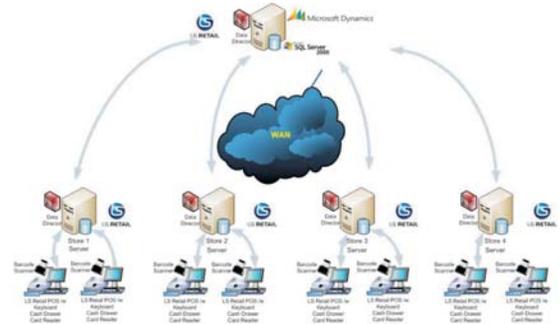
Benefits to the Client

LS Retail NAV has been successful in bringing much better cash control across individual stores while efficiently capturing sales information at each POS. This has helped the management in making better informed decisions and execute region specific marketing plans and actions. We have been able to achieve excellent customer services at all our store locations through a much better replenishment process. Discounts and offer management at POS has also improved drastically with gift vouchers being validated centrally says Mr Pinesh Mehta Alok H&A

Moreover Alok H&A have also been able to achieve a highly efficient supply chain for its pan India operations with an extremely effective replenishment process that lets them ride the demand fluctuations in a profitable manner. The average resource time and effort in managing back office operations has been greatly reduced with the system automating information flow from each store location. Data discrepancies at the HO have also been minimalized and given us a much better financial control.

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



LS Retail NAV Localization Operate Globally, Act Locally

At DVS, we understand IT implementation in organizations is meant to improve the Return on Investment and to speed up the processes in terms of business as well as legal requirements and therefore, the software needs to suit the Indian business operating environment. Retail software needs to directly address the Indian laws so as to enable the users to meet the tax requirements of the business operations in an integrated manner along with the standard functionalities. Localized offerings cater to the statutory requirements like VAT, Sales tax etc which are imperative to operate in India

DVS understands the typical needs of the Indian market in terms of localization needs and has localized LS Retail NAV. The following functionalities have been built into the POS system to address localization needs.

- Value Added Tax
- Sales Tax
- Service Tax

The offering is in alignment with the complete localization development done by Microsoft India in MBS Navision. Important aspects of localization development done at DVS are

- Validation of terminologies and phrases used
- Consistency in analysis, designing and development
- Testing of the local localization features
- ! Validation of the local localization features



PricewaterhouseCoopers Pvt. Ltd. (www.pwc.com/india)
"Being one of it's kind implementation in India, Alok Industries was an unique implementation. It not only required good understanding of the retail industry & market but also deep knowledge of integration across technology and products. Our thought leadership in both these industries, experience in technology along with an extremely dedicated team from PwC & Alok Industries helped us deliver a seamless solution successfully."

Rachna Nath
Executive Director
PricewaterhouseCoopers Private Limited

PricewaterhouseCoopers India today is one of the top-most Microsoft Dynamics partners in the Indian Subcontinent with emphasis on Retail.

For Retail companies, PricewaterhouseCoopers offers a strong and reliable network of dedicated industry experts. Along with the implementation of the integrated business solution, we help our clients develop a competitive advantage across the value chain, and to ensure that all corporate stakeholder expectations are recognized and met.

"PwC commitment and expertise made this collaboration one that will contribute to the development for companies like Alok Industries 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 Alok Industries, with support of this scalable application and dedicated support from PwC."

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 Navision 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.

ASIA PACIFIC | EUROPE | MIDDLE EAST | AFRICA | USA

INDIA & SUBCONTINENT

Gurgaon : Paras Twin Towers, Tower B, 5th Floor, Sec-54,
DLF Golf Course Road, Haryana-122002
Phone : +91-124-4581000
Fax : +91-124-4581026

Bangalore : Level - 9, Raheja Towers MG Road, 560001
Phone : +91-9910993984

Mumbai : 1st Floor, Parinee Crescenzo, C38 & C39,
G Block, Bandra Kurla Complex,
Bandra (East), Mumbai-400051
Phone : +91-22-33040606
Fax : +91-124-4581026

MIDDLE EAST & AFRICA

Dubai : 301, Alfa Building, Dubai Internet City,
U.A.E. PO Box 500810
Phone : +971 (0) 4 363 0373-77
Fax : +971 (0) 4 427 8680
Mobile : +971 (0) 50 1422824

USA

New Jersey : 12 Roszel Road, Suite B-200,
Princeton NJ 08540-6234
Phone : +1(609) 452-9551
Fax : +1(609) 452-0614



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Dynamic Vertical Solutions