



LS RETAIL



CASE STUDY



GOLFWORX : A UNIQUE SETUP OF RETAIL & HOSPITALITY OFFERINGS, STREAMLINES ITS BUSINESS PROCESSES WITH THE IMPLEMENTATION OF LS RETAIL SUITE OF SOLUTIONS



LS Retail suite of solutions provided Golfworx the perfect blend of retail and hospitality attributes to cater to their unique requirements, while giving them the freedom to focus on Customer Satisfaction.



www.dynamicverticals.com



The Client

Golfworx is a unique window into the world of Golf. It offers an exhilarating sporting experience, through its innovative virtual golfing arena, amidst a fine hospitality setting.

Golfworx provides an enriching blend of experiences through the world's largest indoor golf facilities, a plush restaurant, a full bar, an exclusive members-only cigar lounge, a pro shop, a golf academy, exemplary conferencing facilities and a 9 hole putting green. Covering 45,000 square feet on the fourth floor of Ambience Mall, Gurgaon, India, Golfworx is a sheer delight for Golf lovers.



Why the LS Retail & LS Hospitality Journey

The end to end solution that Golfworx was looking for required a rare blend of retail and hospitality features that lay in LS Retail NAV & LS Retail Hospitality. LS Retail NAV, an integrated retail solution, delivers the breadth and depth of retail functionality. It uses a single application to cover POS and store to headquarters, streamlining business operations for retailers. LS Hospitality, an end-to-end hospitality solution powered by Microsoft Dynamics NAV with over 1 million users worldwide, sets the global standard for functionality, international scope, adaptability and ease of use.

The Challenge

Golfworx with its revolutionary business format brought 3 different verticals under the same roof - gaming & entertainment, retail and hospitality; together adding to the flavor of golf. The challenge was to integrate not only the various functional processes, but also the more complex multi business framework, to provide a consolidated view of information. It required a rare combination of product attributes that could provide a streamlined flow of information from the POS to the Head Office, without the need to build, manage and maintain multiple applications and costly interfaces.

Results in Brief

LS Retail's solutions were a perfect fit for Golfworx Ventures Private Limited to carry out Entertainment & F&B services. The strong POS, with feature rich offer management for Golfworx Retail Private Limited, empowered employees to service clients efficiently, standardizing the basic store operations to maintain consistency. The 'LS Retail NAV Back Office' formed the backbone of the solution, carrying the master information pool through which all store activities and back office were handled. This secure system allows a role based access to the employees.

"LS Retail's solutions helped us understand our customers better and achieve the core business objective of Customer Satisfaction. We have been able to optimise our organization resources and create business process efficiency. This transparency has allowed me to easily measure business performance and I am now in the process of scaling up our presence. The product simplicity has allowed our business to quickly adapt to changes in our organisation and environment, while keeping the cost of ownership low. We share a strong relationship with DVS and take great comfort in the LS Retail NAV product road map and sustainability."

Rahul Singh
Managing Director
Golfworx

"The Retail and Hospitality industries are known for a lot of pilferage and system manipulations at both the front end and the back end. We required a robust system that was secure and could prevent system misuse at all levels. A system with a strong IT backbone was needed to support the complex business challenges that would arise out of this unique setup. While trying to find the right business solution, we reviewed several products but none could match our business requirements. LS Retail NAV & LS Hospitality, with their end to end features and functionality proved to be the right solution for our business."

Romin Rana
Manager IT
Golfworx

Approach & Unique Features

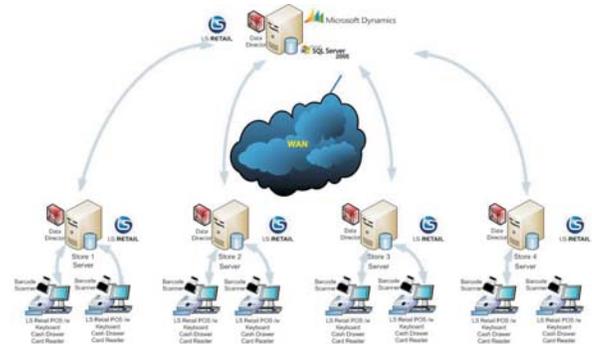
- Membership management was an area that needed attention, due to its different privileges, discounts and price variations.
- Staff login through swipe cards was also integrated successfully to the system to monitor employee performance centrally.
- As a result of the multiple hospitality formats KOT segregation was done for the kitchen and bar.
- Another unique functionality added to the POS setup was the Auto login feature that ensured adequate security and user specific access.

The Road Ahead

Golfworx is all set to take this unique concept across the country, with plans of opening new stores in major metros like Mumbai, Bangalore and Hyderabad. LS Retail NAV, being a highly scalable solution, is fully equipped to support their growth plans by providing an ideal platform for managing the operations centrally.

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





PricewaterhouseCoopers Pvt. Ltd. (www.pwc.com/india)
"Being one of it's kind implementation in India, Golfworx was an unique implementation. It not only required good understanding of the retail & hospitality 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 & Golfworx 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. PwC is a Gold Certified Partner and also a part of Microsoft President Club of Partners.

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 Golfworx within the Indian retail & hospitality 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 Golfworx, 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 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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