



LS RETAIL



CASE STUDY

ēthos
SWISS WATCH STUDIOS

ETHOS : SUCCESSFULLY SELLING 50+ BRANDS OF LUXURY WATCHES WITH LS RETAIL NAV



LS Retail NAV helps Ethos establish an excellent customer experience at their exclusive watch boutiques Pan India.



www.dynamicverticals.com

The Client

With 35 watch boutiques across 10 Indian Cities , Ethos Watch Boutiques is India's largest chain of luxury watch boutiques. Ethos is an authorised retailer of over 50 luxury watch brands such as Omega, Tag Heuer, Rolex, Cartier, Breitling, Redo, Longines Etc.

Ethos brings to India the joy of luxury watch shopping by setting up India's largest chain of fine watch boutiques. In 2003 they started with the first Ethos watch boutique in Sector 8 in Chandigarh and by 2011 they have 26 watch boutiques across 11 Indian cities.



Why the LS Retail Journey

With a strong customer focus, the company identified the need for a flexible business solution to integrate all its stores and processes. A strong emphasis was laid on enabling efficient customer services through robust customer relationship management tools. Besides, the management also needed a real-time access to critical information that could empower them to take informed decisions.

The company also had a well laid out expansion plan for which they required 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 sale, purchase, finance, and inventory so that all retail operations could be managed centrally. As a customer driven company, 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.

The Solution

To have an edge over its competitors, Ethos 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.

“LS Retail on Microsoft Dynamics NAV has helped us consolidate all our operations on a single platform without the need of deploying disparate software for managing our multiple needs. Streamline workflows has reduced the complexity of transactions and helped induce efficiency across all our resources.”

Sangeet Malhotra
General Manager
IT KDDL (Ethos)

Results in Brief

LS Retail NAV has been implemented successfully at the store locations and 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

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



Trident is the leading implementation partner for Microsoft Dynamics and LS Retail Product portfolio with operations in India, Middle East and Africa. It has emerged as an Integrated Business Solution provider with proven skill-sets in Enterprise Application, Business Intelligence, and Information Management Software. Trident has specialized in consultancy and implementation of LS Retail by consistently maintaining a highly skilled and motivated functional and technical experts for a robust and effective delivery to our esteemed clients.

"Ethos stores has added enormous value to Trident's retail focus. This successful implementation in such a short span of time was made possible by the team of experts at Trident along with knowledge and continuous guidance from DVS team and most importantly, support from the visionary management at Ethos"

Anita Jain

Director

Trident Information Systems Pvt. Ltd.

www.tridentinfo.com

"Trident commitment and expertise made this collaboration one that will contribute to the development for companies like Ethos within the Indian Retail industry. We are very proud of our partnership with Trident within Ethos and the retail industry in general. We will continue to drive our joint commitment to seeing Ethos as a successful and growing organisation in the long term and continue to help them innovate the customer experience they provide and add overall value to their bottom line through our products, services and knowledge centric solutions."

Rakhee Nagpal

Managing Director

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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.

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