



LS RETAIL



CASE STUDY



# L'OPÉRA : SETS NEW STANDARDS IN THE HIGH-END INDIAN FOOD MARKET WITH LS HOSPITALITY



LS Hospitality as a system has brought about a remarkable improvement in the turnaround time as far as the customer service is concerned. L'OPÉRA have been able to optimize our organization resources and create business process efficiency. The product simplicity and transparency has allowed me to measure business performance and quickly adapt to changes around us.



[www.dynamicverticals.com](http://www.dynamicverticals.com)



## The Client

L'Opera brings authentic and refined French pastry and bakery products to the heart of India's capital. The name "L'Opera" refers to the renowned opera house in Paris, one of the refined symbols of the French Capital but also to the delicious multi-layer chocolate and coffee French pastry named "Opera".

L'Opera is managed by French Bakery Pvt. Ltd, a company founded in Delhi in 2008.

Currently French Bakery Pvt. Ltd has a Production Unit at Noida, one outlet at French Embassy and another outlet at Khan Market.

## The Challenge

French Bakery was newly setup company and were using excel & Finance software application to manage their daily operations. Different departments had different sets of information which were either maintained manually or managed by using different applications. The arrangement was not only insufficient in providing real-time information critical for making important business decisions, but also lead to a lot of information drainage within the organization.

There wasn't any single integrated system which could control and manage all the processes of different departments.

Managing Multi-outlet Sales was also a challenge with the current application. The business needed a single integrated solution which could handle Finance MANAGEMENT, Sales, Purchase, Manufacturing and Inventory & POS Sales.

"The old system comprised of disparate applications for managing our operations that often deprived us of critical information during decision making. We were looking for an integrated solution that could help us gain a competitive edge through an efficient process control and better customer service."



## Why the LS Hospitality Journey

French Bakery realised that these problems could only be sorted out by Single, Stable & Integrated Solution. As a start-up business they were quite determined to standardise all the basic operations while ensuring an efficient Head Office functioning. They required a solution which could help them optimize the organization resources and create business process efficiency.

After a great deal of deliberations and comprehensive technical and functional evaluations, French Bakery decided to go for LS Hospitality, an end to end solution right from starting of Purchase of raw material to selling the Finished Goods at their Outlet. Also this will give real time information of their Finance, Inventory.

In LS Hospitality powered by Microsoft Dynamics NAV, they found a solution with an international scope and unique business applications. An end-to-end hospitality solution, with over 1 million users worldwide, it sets the global standards for functionality, adaptability and ease of use.

LS Hospitality is a flexible solution for the Food & Beverage industry, directly connected to the Account/Stock module, all within a single solution. Designed for managing dine-in, takeout, delivery business and pubs/bars, LS Hospitality provides management and employees with necessary tools to keep the customers satisfied, thereby ensuring repeat business.

The implemented modules include:

- Finance
- Sales
- Purchase
- Manufacturing
- Inventory Management
- POS

French Bakery was not keeping any record of the information generated through the different applications as they were not under same platform. Thus, extracting all the information and consolidating them on single platform was the biggest challenge.

**BRIJESH UPADHAYAY**  
CFO  
French Bakery

"LS Hospitality is the perfect fit for our business requirements with its strong features and functionality, well equipped to manage the challenges that arise within the hospitality industry. The flexible product architecture with a strong and a robust platform ensured a resilient system with unique business application."

**Kazem Samandari**  
Chairman / MD  
French Bakery

## Results in Brief

### LS Hospitality Advantage

1. Control over all stores through an integrated communication mechanism that allows seamless flow of data between head office, store and POS.
2. Recipe planning handles multiple units of measures in recipes while ensuring enhanced costing functions.
3. Comprehensive reporting and analysis tools supporting Navision specific features such as filters and flow filters helps determine sales trends, peaks & valleys. French Bakery Implementation project was kicked-off on 6th Oct, 2010 and in record time the HO operation were live on 1st Dec, 2010. The first store at French Embassy went live on 12th Jan, 2011 with live transactions from day one itself.

### Business Benefits

Efficient working saves times

- Improved Inter-Department Communication
- Inventory & Cost Management
- Availability of information - seamlessly accessed across all stores and head office for real time visibility and business decision making
- Flexibility and fast checkout - flexible, adaptable POS tuned to employee efficiency, productivity and customer satisfaction

## 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





**Godrej Infotech**, formerly a division of Godrej & Boyce Mfg. Co. Ltd., commenced operations as a separate corporate entity on April 1, 1999. Godrej Infotech is a part of the diversified GODREJ group, established in India in 1897. It has three decades of experience in providing cost-effective and high-quality IT solutions. Assessed at SEI-CMM Level 4 its quality processes are well-defined and professionally managed. In addition to SEI-CMM Level 4, we also have ISO-9001:2008 Quality Systems Certification for Analysis, Design, Coding, Testing, Delivery and Maintenance of Commercial Application Software AND ERP Consultancy and Operations and Technology Services (Exclusive of Design).

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

Divesh Sharma  
GITL

*"DVS is proud of its association with Godrej in implementing this prestigious project for French Bakery. We believe Godrej's expertise and incessant support together with the world class hospitality solution will create long term business benefits for French Bakery and we wish them great success for the future."*

**Rakhee Nagpal**  
Managing Director  
Dynamic Vertical Solutions



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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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# DVS

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