



Benefits:

- ROI estimated: 30%
- Time of implementation and development of new functions
- Integrated handling of stores and warehouses
- Full interoperability with ERP systems used by the suppliers
- Reduction of operating costs in comparison to open source solutions
- Reduction of the number of employees in the accounting area
- New instruments of business intelligence and data analysis
- Integration of processes and information through the whole supply chain
- Integrated handling of sales processes from the store to head-office

MIT - Voice is an Italian chain of stores that sells mobile and landline phone appliances, with special focus on the variety of services offered by telecommunications handlers. Recently, the chain decided to replace their old Linux based infrastructure with Microsoft Navision on the Windows platform in order to get an integrated system of handling the whole supply chain.

The result:

A net increase of ROI, around 30% in the implementation and operating cost compared with alternative platforms and ERP. Additional services and modifications are very simple to develop.

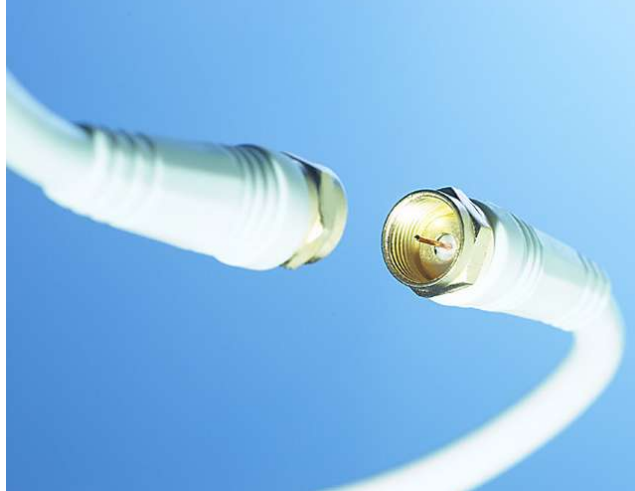
About the MIT-Voice Group

MIT was established in 1996 offering new mobile phone services. Voice was established in 1997 with the rise of the new telecommunications companies on the market. In a very short time, MIT became the first Italian chain of specialized shops focusing on the sales of mobile and landline phone appliances. The commercial net of the group is widespread in Italy, with more than 130 stores. The turnover is around 150 million € and there are over 500 employees.

Business Case

The fast growth of the company and the recent constitution of a financial holding company forced a change in the management, leading the MIT-Voice Group to choose Microsoft

Choice of platform



Windows and Microsoft Navision with LS Retail, in order to implement an integrated and innovative ERP solution and leave the previous and outdated platform based on Linux and open sources solutions.

Development of processes and choice of platform

The development of the market of MIT - Voice, together with the new structure has pointed out the increasing necessity of an effective business management and the support of the sales-net. This demanded an open ERP architecture that could integrate all the components of the value chain.

“The merger of the companies which were linked to the MIT brand and the necessity to develop the commercial net of the whole Group forced us to apply strict central control of the business strategies and purchase processes. Also, it became necessary to integrate and analyze loads of information, coming from the sales side” says Gianluca di Venanzo, CEO of MIT - Voice.

He continues:

“While choosing the new platform we preferred an open technological standard to ensure that the operating modalities of our organization integrated with the systems used by the suppliers, the research companies and the stores.”

The choice for the MIT-Voice Group was Microsoft Navision to replace the former architecture developed on Linux. This choice was based on a thorough analysis carried out by a consulting company. Other solutions in the analysis were SAP, Oracle and other ERP products.

Integration, speed of implementation and the advanced functionalities of Navision are the features which led to the choice in comparison to open source systems

During the software selection process it became clear that there would be major integration problems between solutions developed on Linux and the ones used by the commercial partners of MIT.

On the other hand, integrating Microsoft Navision and LS Retail from Landsteinar Strengur, guarantees a perfect interoperability with all the ERP solutions used by the suppliers thanks to an XML gateway, based on the Integration Broker Microsoft Biztalk Server, allowing a reduced implementation period.

The new system is developed on Microsoft Windows Server 2003, with a Microsoft SQL Server database platform. There are around 350 clients running on Microsoft Windows XP. This ensures an ERP system completely integrated and specialized in the retail area.

“The former infrastructure, server and client, based on Linux and related solutions was outdated and did not offer an efficient enough database to handle the huge amount of data that a fast-growing business demands. Moreover, there were major integration difficulties with other ERP systems,” states Massimiliano Cantoni, CIO of MIT.





MULTIMEDIA INTERNET TELECOMMUNICATIONS®



Solution

Cantoni Continues

“It would have been difficult to handle updates and customizations of the former solution on Linux and implementation and operating costs would not have been acceptable. The difficulty to find competence in the open source area and a series of problems encountered during normal management processes helped us choose Microsoft”.

Observing as the installation partner

MIT - Voice commissioned the analysis and implementation of the new ERP to Observing, the Microsoft Certified Business Solutions Partner. Observing has specialized in the area of retail chain stores since 2001. Their task was to analyze needs and suggest efficient implementation methodologies that could handle the fast development of the commercial net, and offer instruments to support to the sales and provide advanced analysis of business data.

Reduced administration costs

The Microsoft Navision solution, integrated with LS Retail, is a unique platform to manage end-to-end businesses, providing the technological framework for a complete integration of the supply chain. In a very short time, the retail component of the solution can be implemented at head-office and stores, and soon after, all other handling processes will be active on the Microsoft Navision platform.

Besides optimizing processes at the warehouse, the stores and the exhibition areas, Microsoft Navision improves customer service and gives the central management all the necessary data that needs to be taken into consideration when making an advanced analysis of the market. Moreover, the possibility to combine data according to different modalities allows improved handling of work-shifts, taking into consideration the hours when more people will visit the shops.

“Due to the new method of the handling of the data, Microsoft Navision will allow us to move

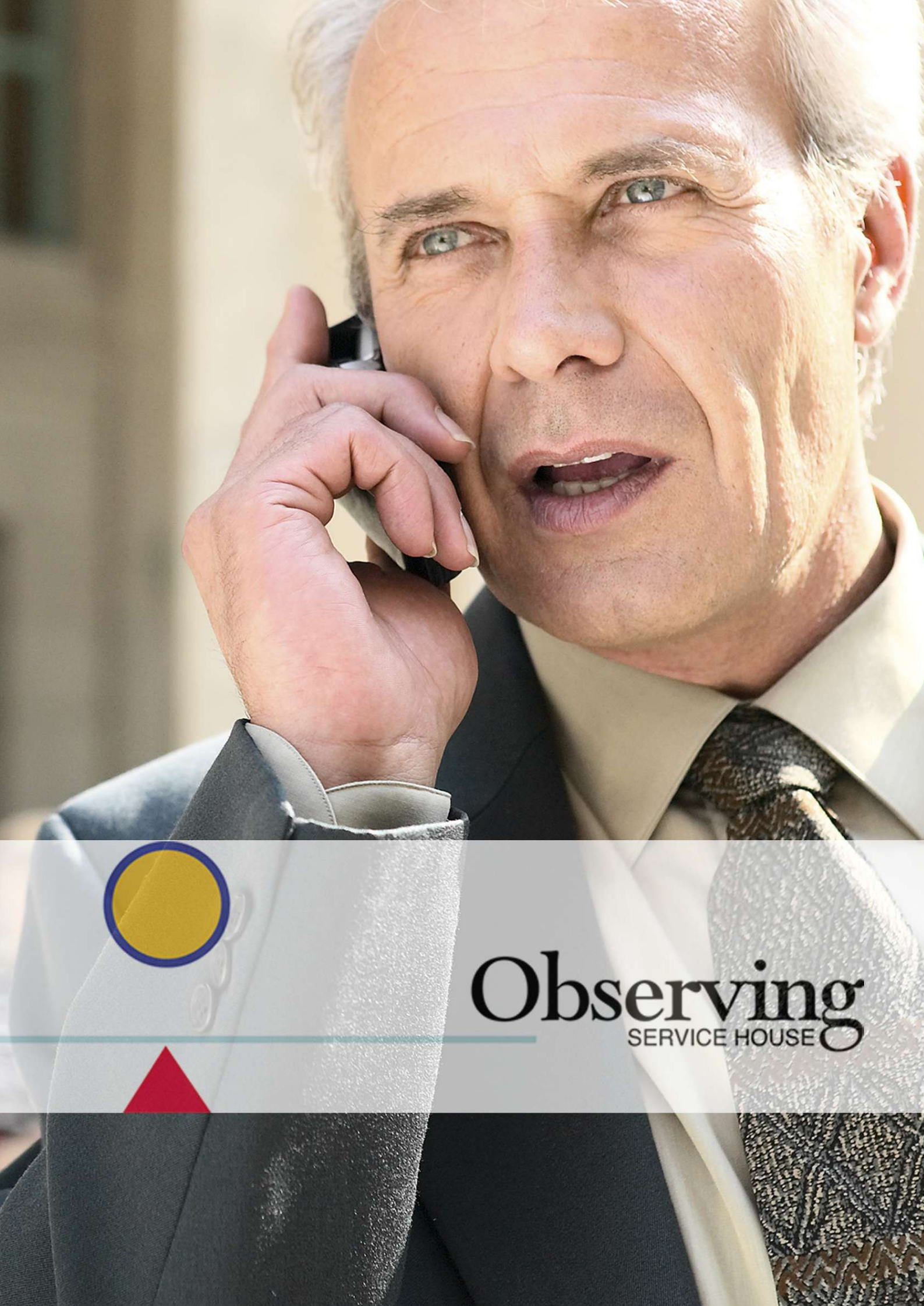
employees from administration to other areas, even with a growing number of stores and increasing net income,” Cantoni underlines. “In this way, we estimate a ROI of around 30%, with break-even attained within 3 years from the beginning of the Microsoft Navision implementation project, with an important advantage in the handling of purchases.”

Integration of the supply chain and simple development of future services

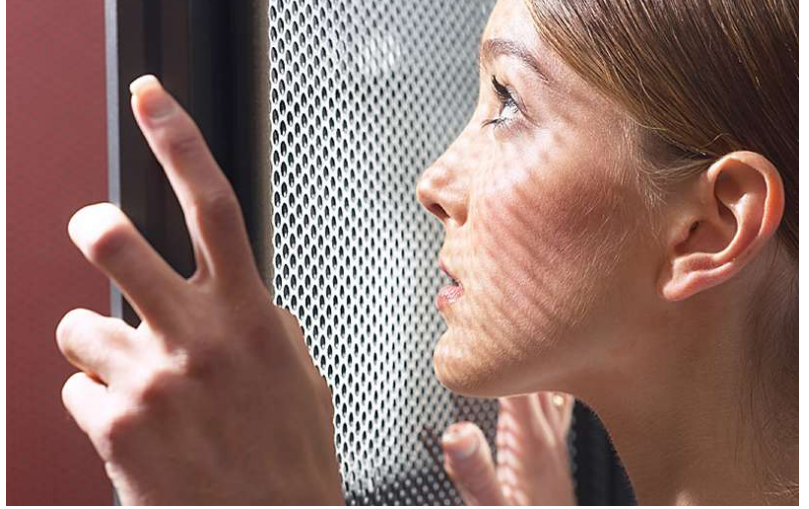
The implementation of Microsoft Navision will offer to MIT - Voice better inner work-processes, with an unchanged number of people dedicated to IT handling, and each store can automatically deal with some of the handling problems of the systems.

“I think that Microsoft offers an advanced vision of the products with precise warranties of development and a high level of benefits compared to other vendors, also open source solutions, which do not offer the same transparency”, Cantoni says.





Observing
SERVICE HOUSE



Flexible Microsoft infrastructure

Microsoft Navision will very soon allow the implementation of an integrated platform to handle products, purchases and distribution for MIT - Voice, thanks to the integration with the systems of the commercial partners granted by the BizTalk Server. The flexibility of the Microsoft infrastructure will allow an easier choice of optimal server configuration based both on the performance and error recovery capacities.

Scenario

The fast growth of the company and the recent constitution of a financial holding company forced a change in the management, leading the MIT-Voice Group to choose Microsoft Windows and Microsoft Navision with LS Retail in order to implement an integrated and innovative ERP solution and leave the previous and outdated platform based on Linux and open sources solutions.

The possibility to build on an open architecture, which enables an integration of all the components of the value chain, is considered an important advantage and there is a

good possibility to include further elements for a competitive advantage.

Microsoft Navision

The Microsoft Navision platform, quickly implemented with the LS Retail application, guarantees perfect interoperability with all existing solutions used by the suppliers, and is more affordable and functional compared with the solutions developed on Linux and ERP applications that are more common on the market.

Installation Partner

Observing, Microsoft Certified Business Solutions Partner

Products and Solutions

Microsoft BizTalk Server
Microsoft Navision and LS Retail
Microsoft SQL Server
Microsoft Windows Server 2003
Microsoft Windows XP

Complete Complete
Solution



LS RETAIL