



LS RETAIL

Customer Case Story

WIND

The Microsoft Dynamics platform, including the vertical LS Retail solution, now supports the growth of the privately owned Wind Shops with fully computerized processes and complete overview of items sold and in stock. The new store management system communicates with central ERP applications to guarantee full control of sales performance to help with decision making, and commercial strategies to respond to market dynamics.



Wind strengthens its commercial network with Microsoft Dynamics NAV and LS Retail

- Centralization and computerization of the sales process, store management and reporting
- Elimination of low-value activities at stores and in administrative management
- Real-time sales and stock level information
- Complete coverage of software services (functional and training). Both for technical architecture (infrastructure and connectivity) in stores and at head-office
- Faster performance analysis and commercial strategy
- Easy to personalize and implement marketing campaigns

Wind Telecomunicazioni offers service packs on landlines, mobile phones and internet service. Wind is the third largest mobile phone operator in Italy with almost 16 million clients and the largest alternative operator in landlines with over 1,5 million clients with direct access and over 1,1 million broadband clients.

Benefits Overview

- Supports store management with centralized, integrated, uniform and computerized processes.
- Increased visibility of business data, communication between headquarters and retail stores. Fast response to changes in the market.
- A well-defined management platform for the commercial network that simplifies functions and services to retail points.
- Analysis and redefinition of processes executed by Wind with the support of Value Team.
- Integration of the new Microsoft Dynamics NAV in an ERP environment and distribution in all Wind retail stores.
- Definition of an evolving roadmap, allowing for development of new functions with possible extension to franchising stores.



The new process reduces time spent on end-of-day activities and account management of the affiliated Mondo Wind by at least 50%. Cashier closing time in the stores is 15 minutes with maximum visibility of sales information for that day.



Needs

Increased process effectiveness to maintain a competitive edge in a rapidly changing market.

An increase in sales at the Wind retail store network for mobile telephone products called for adequate applicative support, updated management systems and improved Business Intelligence in the central site.

The software previously used by Wind stores had limited functionality and required excessive technical support, yet there was no guarantee of scalability and integration with other software. The management at Wind decided to have Value Team redesign the process and provide a new retail solution. Value Team, is Value Partners' IT consulting and service company. After finding the most efficient technology, Value Team also involved the expertise of Observing, a Microsoft Gold Certified Partner and ISV, for implementation, technical support and the evolution of the LS Retail vertical solution. Value team is Italy's only distributor of the LS Retail vertical solution, which is developed on the Microsoft Dynamics NAV platform.



The project's first phase was concluded with success. Dr. Andrea Vernucci, the project leader, who comes from Mobile Marketing and Customer Management at Wind, describes the business scenario and the solution of the third largest mobile telephone operator in Italy:

"The market in which we operate requires people and processes that can respond fast to market changes, and efficiency at the retail stores is fundamental for our business", says Dr. Vernucci. "To provide the best possible support for the stores, the Commercial Management Department asked for a system that was easy to distribute, scalable, could be integrated with the existing ERP environment and offered a secure, two-way data transport from headquarters to the retail points and back."

"We chose a standard product that was easy to configure, and offered complete, real-time overview, from the moment the product enters the warehouse until it is sold to the client"



The Solution

Reliability and flexibility of the Microsoft Dynamics platform and a leading vertical solution in the retail sector.

The Wind Shop NAV project started with front-end sales analysis and back-end analysis of stock management.

In the software evaluation phase, the vertical LS Retail NAV solution, represented in Italy by Observing, quickly qualified as the best solution that fulfilled the functional requirements expressed by Wind Management.

In only five months, the new system with its basic functions was launched in stores without interrupting their operation. As predicted, the impact on IT resources for use and development was lower when compared to the former software. In addition to the retail stores that immediately operated in the new system, new stores will be added to the system in a short while. *"We are integrating new retail locations and implementing new functions within the LS Retail vertical solution based on Winds' special needs. Our collaboration includes the stores' helpdesk, training, the Software Assurance assistance option and a clear development roadmap. All this to guarantee the maximum stability of a platform that supports processes that are vital to the business at present and in the near future,"* says Massimiliano Cantoni, Observing's project manager.

On the basis of standard Microsoft Dynamics NAV diverse functions were configured, such as: item management, price management, barcodes and serial numbers, automated stock management, management of returned items, customer registration, end-of-day activities and reporting.

New functional modules for various local or central sales initiatives, such as discounts or offers were also defined. Traceability by IMEI (International Mobile Equipment Identity) will be possible, which enables equipment identification.

The solution has integrated orders coming from Wind's SAP ERP-management environment, allowing centralized management of incoming items at the stores.



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Benefits

Significant reduction of time spent on data transmission and analysis

Adopting Microsoft Dynamics NAV has allowed Wind to redesign sales processes and the retail storage management on a platform that is flexible, easily adaptable to tax law and marketing strategies and directly supported by Microsoft and its partners.

"Microsoft technology and the vertical LS Retail solution did in no way constrain our focus on designing optimal flows for uniform and computerized sales processes.", emphasizes Pierfrancesco Fusaro, Value Team's manager of the WindShop project.

The automatic processes involved in incoming orders have allowed for real-time account and stock management, giving complete control over the products available in each store. The simple updating of prices allows for more dynamic offer management. Offers can be activated from the head office and prices can be updated centrally, so that all prices in every store can be modified at the same time.

Finally, more detailed information given by Wind Stores gives the customer a positive impression the company.

"Being able to solve the problems we had with visibility and the computerization of our flows, which were the missing links in communication between the headquarters and the retail stores was fundamental to maintaining our competitiveness in such a dynamic market," emphasizes Andrea Vernucci. "An obvious example of the improved efficiency with the new process is the reduction by half of time spent on end-of-day activities and account management of the partner Mondo Wind, which manages private retail locations. Cashier closing-time in stores in only 15 minutes yet giving maximum overview of the statistics of the working day.

And more importantly, the possibility of opening of a new retail point in less than three days is a huge strategic benefit".

Increased employee and process efficiency in the entire business cycle.

The advantages of the new software expand from the retail points to the head office. The head office can trace all records automatically for every single store and produce detailed, up-to-date reports at any time. The real time data-availability and central reporting allows the sales management to maintain constant performance control.

Marketing now has a much better chance to respond quickly to trends and changes, thanks to real-time information from headquarters. The Wind Shop NAV project will continue to expand to the network of over 200 Wind franchise stores, while reporting tools will be developed further and integrated in the Business Intelligence system.

"In a short period we have gained complete overview of the performance of the privately owned commercial network. Now both our Sales Director and the Store Managers have personalized reporting and forecasting tools, updated in real time."

Andrea Vernucci concludes: "The increased quality of management tools can be added to the increased efficiency at stores and in the entire process. These tools are being further developed in the second phase to fulfill Wind's needs to the utmost, using the potential of the Microsoft Dynamics NAV platform. The increased efficiency will give us an enormous potential with the possibility of the extension of the new solution to our franchising network".



Value Team

Is Gruppo Value Partners IT-consulting and -service company.

Value Team is Italy's third largest operator in the sector, with a complete and well-defined offer in consulting, system integration and outsourcing. Value Team supports leading companies in banking, insurance, telecommunications, media, services and utilities, industry and distribution.

For more information on Value Team: www.valueteam.com

Observing, Microsoft Gold Certified Partner & ISV, located in Milan, offers consulting and applicative solutions. Observing is a partner of Fagt Group, an international network of system integrators since 2004, proposing the Microsoft Dynamics NAV platform for development projects in the whole of Europe.

For more information on Observing: www.observing.com