

A photograph of three business professionals in an office setting. A woman in a white blazer is in the foreground, looking towards the camera with a slight smile. Behind her, a man in a white shirt and tie is looking at a laptop. To the left, another man in a dark suit is partially visible, also looking at the laptop. The background shows a bright window with a view of a city.

Case Story

Bulgaria Telecommunications Company

Portugal 2007
Partner Conference



VOOR TUINEN!



Portugal 2007
Partner Conference



LS RETAIL



Portugal 2007
Partner Conference



Foot Locker



Portugal 2007
Partner Conference



LS RETAIL

marlies | dekkers





Portugal 2007
Partner Conference



Agenda

- Welcome & introduction
- BTC & Launch of a mobile network
- Highly challenging project
- Solution
- Cooperation with partners & support



Launch of a mobile network

- Bulgarian Telecommunication Company
 - Main telecom operator
- GSM licence in June 2004
- Vivatel
 - Trademark of BTC Mobile
 - 3rd mobile operator
 - Launch in November 2005



Requirements

- Proven retail system
- For fast moving consumer goods
 - Promotions & bundeling
 - Item tracking
 - Fiscal rules Bulgaria

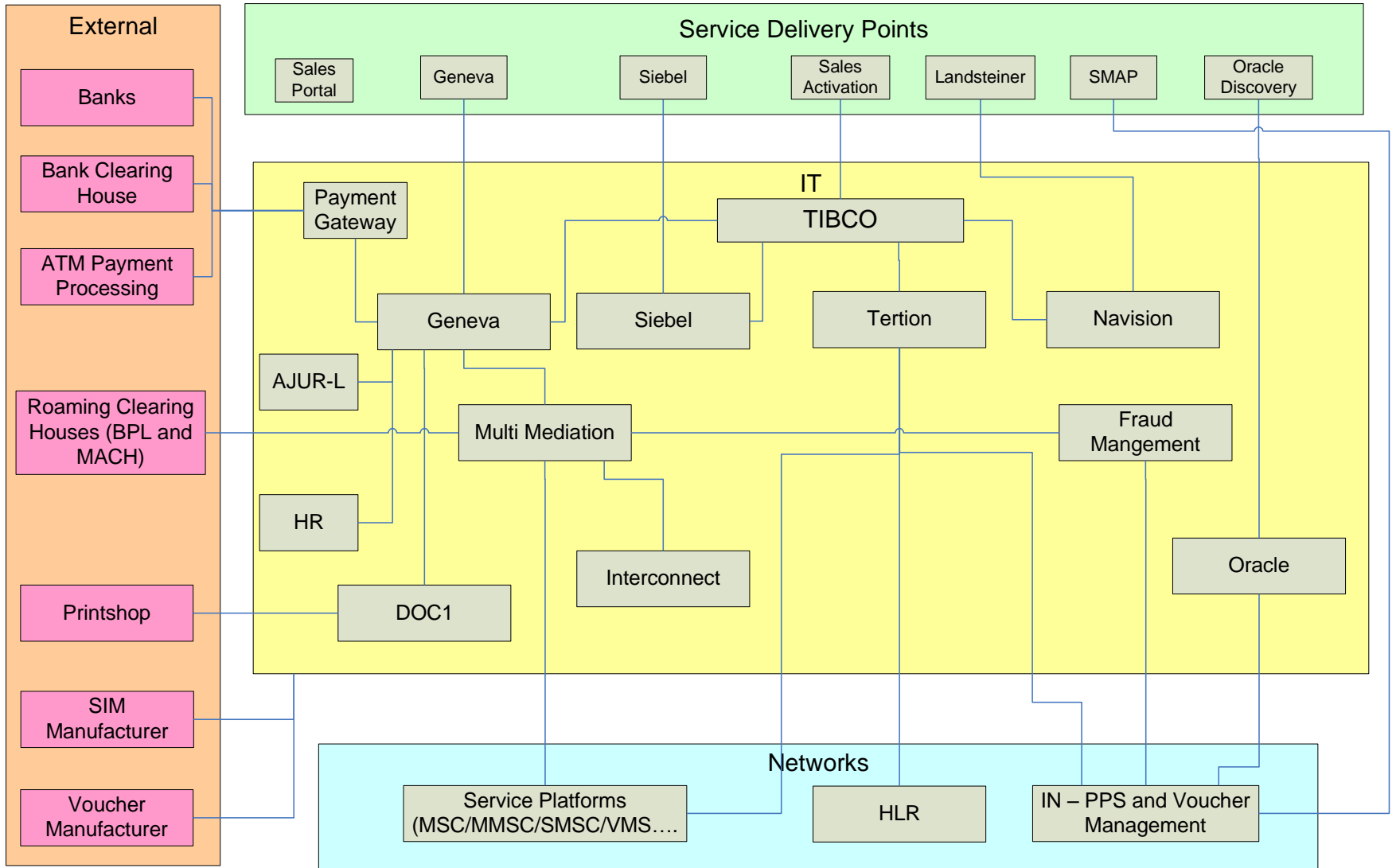


Landsteinar Nederland

- Quick and flexible respons
- Vast experience retail
- Experience in large international projects
- Knowledge of fiscalisation

Project - challenges

- Short time scale
 - System selection summer 2005
 - Launch November 2005
- Shifting requirements
 - Experience based on fixed business
- Ambitious goals
- Multiple nationalities
- Large number of interfaces

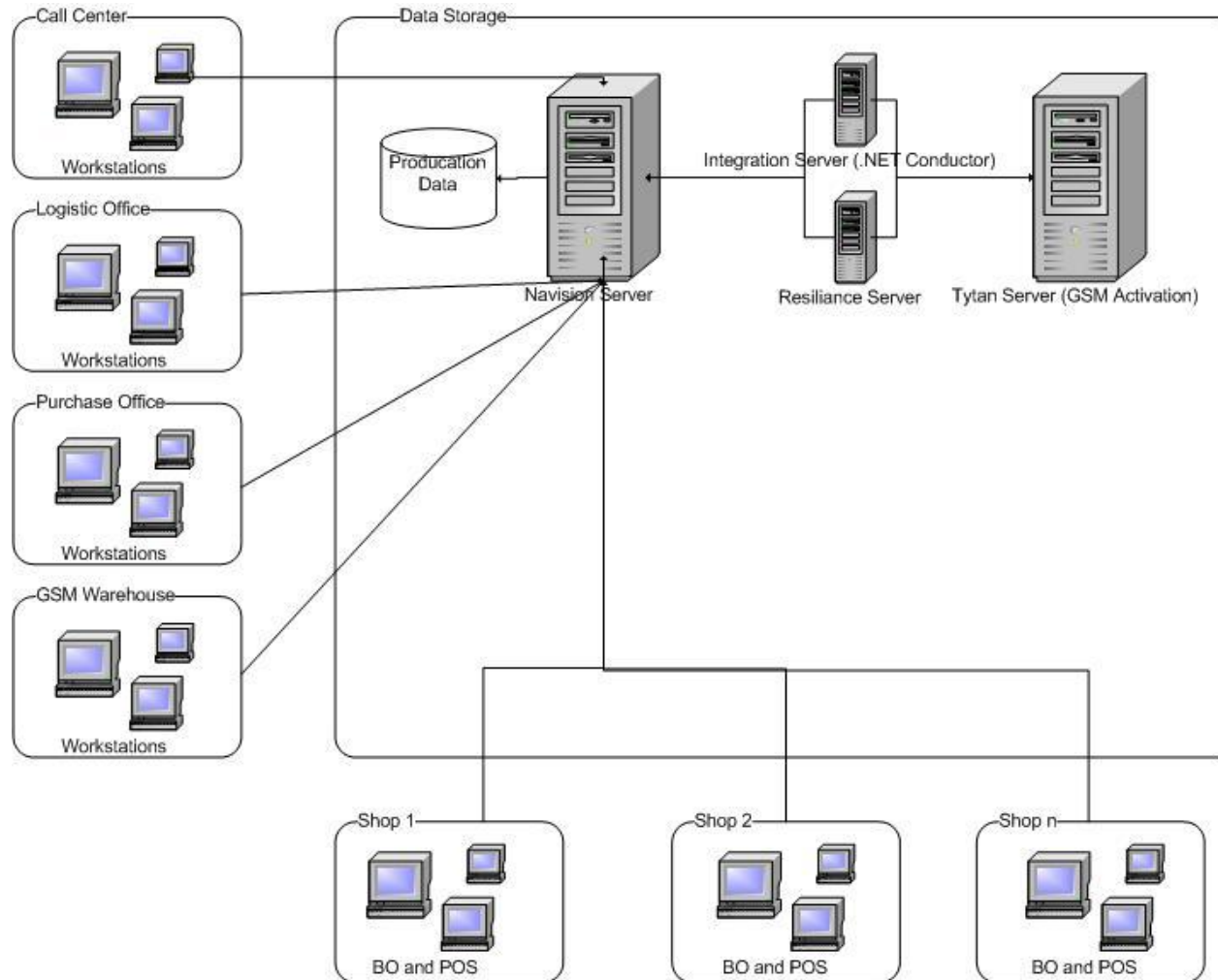


Solution

- LS Retail & Dynamics NAV
 - 350 POS
 - 550 CU
 - 200 stores
- Multiple sales channels
 - Store sales
 - Direct business sales
 - Dealer sales
- Warehouse



Architecture



Cooperation with local partner

- 2nd line support
 - Local language
- End-user training
- Helpdesk services
- Translations / testing
- VAT regulations



Future

- Mobile business
 - Continually changing
 - Highly competitive
- Ongoing project
 - Optimize solution, change requests
- Continuous onsite presence

