

## ENGAGEMENT CASE STUDY

### Customer background

The client runs a successful chain of drive-in coffee outlets in the Kingdom of Saudi Arabia. In a unique business model, the company also has a subsidiary trading company that imports coffee beans and other supplies from international locations and distributes the same to local markets. With close to 15 years in the coffee retail and trading business, this family owned business has demonstrated consistent growth on a year to year basis. Having started with a single store, they now have over 20 outlets spread across Eastern and Central provinces of Saudi Arabia.

### Business case

*"We were in the need of an enterprise wide system that could give us accurate data for all of our operations. Maintaining similar information in Excel and other manual systems was time consuming and error prone. The LS Retail implementation was a systematic exercise for us in planning, analysis, design and customization of the solution. Integrating the retail outlets, back office and corporate systems has helped streamline all our processes. We have also successfully trained our staff in the use of the new automated system and are pleased with the efficiency improvements that we are seeing."*

- IT Head

The client was dealing with a multitude of archetypal issues faced by rapidly expanding businesses. Although the growth story was very much intact and all operating processes were in place, what was lacking was the presence of an integrated software system that gives a real time reflection of the state of the business. The top priority list for the client included:

- Effectively handling inventory shrinkage and waste management
- Simplifying transactions between the parent company and the subsidiary company so as to avoid duplication of efforts
- Measurement consistency across retail outlets

## Highlights

**Industry:** Retail & Distribution

**Project Location:** Kingdom of Saudi Arabia

**Engagement Since:** 2011

**Solution Snapshot:**

- Multi Company Operations
- Discrepancy Reporting
- Accurate Financial Audits
- Waste Management

**Environment:**

- Operating System - Windows 2012
- Database - SQL Server 2012

**Modules:**

- Sales
- Finance
- Purchase
- Inventory
- Payroll
- POS

**Customer Speak:**

*"In our business, right timing holds the key to our bottom line. We import some of the finest coffee beans from across the globe. Maintaining just the optimal level of supplies at all our cafés is extremely important. Having the LS NAV system in place makes it extremely easy for us to make real time decisions. We get a holistic and accurate view of what's going on in each location. We are now assured of standardized processes being followed across all our outlets.*

*The NAV inter-company configuration has streamlined our sales and purchase order processes, reducing significant amount of manual effort. Looking back, we are extremely pleased to have taken the decision to opt for an ERP system. The in-depth experience of the consultants at GITL greatly simplified the complex processes right from requirements to rollout"*

- Director



- **Leading Retail Coffee Chain in KSA Controls Consumption with LS Retail NAV**

## Challenges

The main challenge for this engagement was related to converting a manual system to an automated system. Since this was a full life cycle implementation, constant communication between clients and consultants was imperative for the project's success. Risks to this engagement were effectively managed by following GITL's proven engagement execution methodology. The management team ensured that regular checkpoints and feedback mechanisms were in place right from requirements gathering to rollout. Upfront milestone based project planning led to efficient utilization of resources for both organizations.

*"We looked at every challenge posed in this project as an opportunity to do better and go that extra mile. Whether it was regional language barriers or unique customization requirements, we were excellently supported by the team at Godrej Infotech Limited to find workable solutions to all of our problems. One of the most exciting aspects of this project was conducting the go-live activities post mid-night so as to avoid disrupting the normal functioning of the cafes."*

**-Senior Project Manager, GITL**

## Benefits

The benefits of implementing the LS Retail NAV system are as follows:

- Discrepancy information
- 15% reduction in waste
- Optimal inventory levels
- Consumption trend analysis
- 40% reduction in manual effort
- Accurate financial information
- Automated real time triggers
- Arabic language reports

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## Business solution

The solution for replacing the vast number of manual and semi-automated systems was to implement a single integrated enterprise wide system. After considering many possibilities, MD NAV was selected as the best fit product to meet the client's needs. Godrej Infotech Limited (GITL), with its track record of over 150 successful implementations globally was selected as the preferred MD NAV implementation partner. The highlights of the solution offered were as follows:

### • Café Wise Comparisons

Tracking of outlet wise sales and consumption activity helps in identification of high and low performance areas. The system can almost instantly pinpoint proliferation scenarios; an extremely tedious activity when performed with a manual set up.

### • Integrated Payments

Consolidated payment information from the POS is automatically sent to the back office at the end of each closing period. In a situation where the stores are open 24\*7, this solution ensures that all financial information is updated until the very last shift.

### • Business Intelligence

The integrated system allows for a single source of truth for all of the organization's data across companies and currencies. The senior management can make profitable business decisions with the strategic inputs received from the holistic MIS reporting system.

### • Intercompany Postings

Since the supplies for the retail outlets are procured from the subsidiary trading company, the intercompany configuration significantly solved the issue of duplicate data entry. Sales, purchase and general ledger transactions between the two companies can now be automated based on input feeds.

Contact us



## India

### Head office

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## About Godrej Infotech Ltd.

Godrej Infotech Limited, part of the \$4.1 Bn. Godrej group is one of the leading IT service provider specializing in End-to-End IT solutions and services. Strategic partnership with industry leaders like Microsoft, Infor, LS Retail, and Oracle have played an instrumental role in making the organization a mature IT partner that understands the value of business process automation. Our service offerings include Business Consulting, ERP Implementation & Support, Application Development, Integration, Digital transformation, Analytical services, Mobile Application Development, Infrastructure Management, and e-Commerce. We have domain and technology expertise in the manufacturing, retail, trading, distribution, logistics, hospitality, project, and service industries. A CMM Level 4 and ISO 9001:2015 certified company, GITL's service offerings follow proprietary methodologies derived from product best practices and experience in similar implementations. Headquartered in Mumbai, India we have presence in Middle East, APAC, Europe and US with customer footprints extending across multiple geographies.

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