

ENGAGEMENT CASE STUDY

Leading Global Lifestyle
Distribution Company
Successfully Implements
.NET based Dealer
Management System



CUSTOMER BACKGROUND

The Customer is a leading American watch and lifestyle distribution organization which deals in high quality watches, bags and jewelry. In India, it works as per the Company Owned Company Operated (COCO) and Franchisee Owned Franchisee Operated (FOFO) model.

THE BUSINESS CASE

The organization has dealers spread across PAN India and sales persons were required to visit the dealers locations to capture the required information for their registration. All the activities were controlled through manual reporting and turn around time for dealer registration was very high. Multiple back office applications were used to control replenishment and order processing and there was no control on user access.

BUSINESS SOLUTION

Dealer Management Desk was the dream project of the company's management and they had high expectations from the new system. They wanted to go with a branded partner only and hence selected Godrej Infotech Ltd. due to the consulting approach followed and the proposed TO-BE solution.

To reduce the salesforce activity, we proposed a .Net portal where the sales person can initiate the dealer registration process online. The dealer will have the access to submit their KYC in the portal.

HIGHLIGHTS

Industry : Distribution

Project Location : India

Engagement Since : 2019

Solution Snapshot :

- Dealer Management System
- Realtime Reporting
- Dealer Onboarding
- Order Management
- Inventory Management
- Receivable Management
- 1000 dealers
- 1300 users

BENEFITS

Other features of the solution offered are:

- .NET Dealer Management Portal is real time integrated with Microsoft Dynamics NAV application which is again integrated with the parent organization's database
- Applications are hosted on Azure cloud and are managed by GITL
- Realtime dashboard for visibility of all activities
- Dealer contract management
- System is used by 1000 dealers and 1300 users

Post implementation, GITL is also providing Annual Maintenance services for this Customer.

CHALLENGES

The COVID-19 pandemic situation was a huge challenge due to which the entire work had to be managed remotely. However, our team successfully managed to control all the activities from offshore which were originally planned to be done at onsite. GITL implementation methodology has been used for the project execution with multiple phases – Analysis, Design, Conference Room Pilot (CRP), Development, Integration with NAV, Training and UAT, Go-Live and post Go-live support. With this approach, offshore activities can be increased and the commercial benefits can be passed to the Customer.

- Customer can manage the dealer onboarding and order processing without the salesforce travelling to the dealer location
- Dealer can make online payments
- Regular dealer stock monitoring
- Auto replenishment through business rules setup in the portal
- Business rule is enabled in the portal to push stock replenishment orders to dealers, thus resulting in increased revenue

ABOUT GODREJ INFOTECH

Godrej Infotech Limited, part of the \$4.1 Bn. Godrej group is one of the leading IT service providers specializing in End-to-End IT solutions & services. Strategic partnership with industry leaders like Microsoft, Infor, LS Retail, & 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 - Business Consulting, ERP Implementation & Support, App Development, Integration, Digital transformation, Analytical services, Mobile App Development, Infrastructure Management, & e-Commerce. We have domain & technology expertise in the manufacturing, retail, trading, distribution, logistics, hospitality, project, & service industries. An ISO 9001:2015 certified company, GITL is headquartered in Mumbai, India with presence in Middle East, APAC, Europe, US & customer footprints extending across multiple geographies.

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