LS Retail

an aptos company

COMPASS

Europe 2024

Presented by

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Head of Retail team @ BE-terna Adriatics

N Sport

Short Story about ~~upgrading from NAV2016 to BC SaaS~~ implementing BC & LS in cloud

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Intro

- „I have more time to be on the store floor with the customers"

  Shop Manager after three months working with BC & LS


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About BE-terna

About BE-terna

Country Headquarters:

Innsbruck*, Leipzig*, Lucerne*, Aarhus*, Hørsholm*, Halmstad*, Oslo*, Oosterhout, Ljubljana*, Zagreb*, Belgrade*

Subsidiaries:

Linz, Vienna, Munich, Überlingen*, Sindelfingen*, Nuremberg, Villingen-Schwenningen, Essen, Gütersloh, Auerbach, Chemnitz, Erfurt, Zurich, Stockholm, Helsingborg, Maribor, Osijek

*) Legal entities

About BE-terna
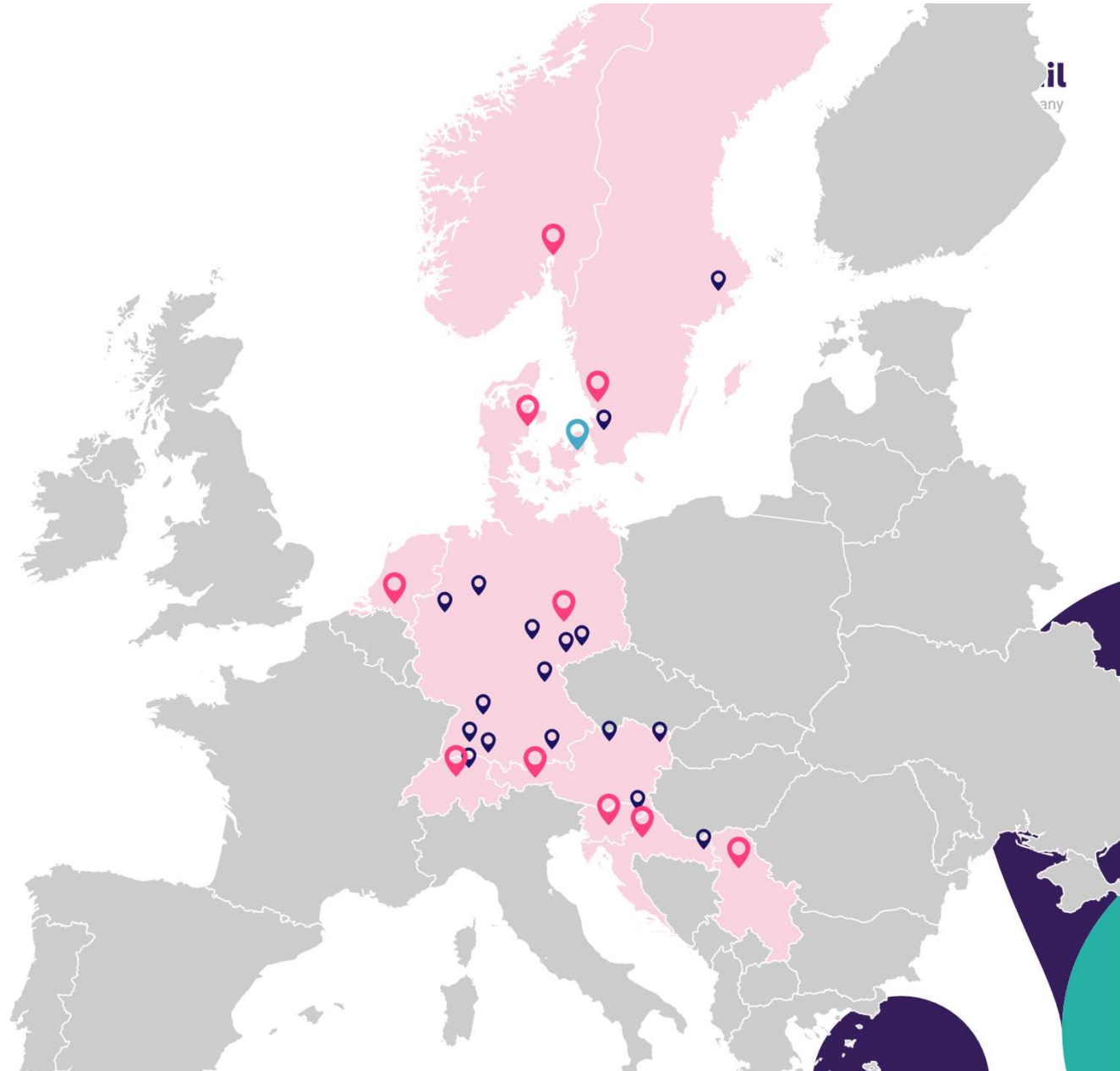
BEterna
Part of Telefónica Tech

1,100
Employees

2,100
Customers

2,900
Successful Projects

100+
Committed Partners

105+
Countries

4,500+
Dynamics Experts in our Partner Network

PIPOL
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LS Retail
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We implement business solutions in
a highly connected ecosystem

Intelligent Automation

Technology Service & Security

Data and AI

Modern Workplace

International Implementations

Business Solutions

BEterna AUTOMATION

Microsoft Power Platform

Telefónica Tech

UiPath™

Microsoft Azure

Qlik Q

Microsoft Power BI

Microsoft 365

Office 365

Microsoft Dynamics 365

infor

PIPOL
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BEterna

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We are proud of our latest achievements and awards

2023/2024 INNERCIRCLE for Microsoft Business Applications

Microsoft Solutions Partner ›

Infor Partner of the Year 2022

Qlik Partner of the Year 2022
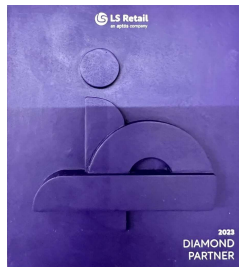
LS Retail Diamond Partner 2024

BEterna

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We are proud of our strong customer base in our core industries

Retail & Fashion

MANOR · POPKEN FASHION GROUP · OLYMP

carhartt WORK IN PROGRESS · VAUDE · breuninger

oberalp GROUP · CLINTON · Schöffel

JAKO · LUDWIG BECK · ROECKL MÜNCHEN 1839

IRIS v ARNIM · BSTN · das macht SiNN

Manufacturing

MASTERFLEX · SIGA 1966 · RÖFIX

UWT LEVEL CONTROL · HENNLICH · Wietersdorfer

RO-RA AVIATION SYSTEMS · TRELLEBORG · VAT PASSION. PRECISION. PURITY.

HERSTELLER EXCLUSIVER AUTOMOBILE · Internorm · NeoVac

Schindler · biohort Garten & Freizeit · Dallmeier

Process Manufacturing

Stella Bernrain swisschocolate.ch · HUG FAMILIE · JTI

Eckert & Ziegler · HERMES PHARMA · VALEANT

MOGUNTIA FOOD GROUP Flavoursome solutions since 1903 · DR. C. SOLDAN · UCC COFFEE

d'arbo seit 1879 · EURIM PHARM · borer advanced cleaning solutions

Bad Heilbrunner

LS Retail an aptos company

N GROUP

COMPANY PROFILE

N GROUP

Retail stores 130+
Multibrand
Franchise monobrand

Wholesale and distribution

E-Commerce

1.000 + Employees

8 countries

>150m Budget 2024

N GROUP

N Fashion division
Retail

N Fashion - fashion multibrand stores

Elisabetta Franchi - monoshop

Karl Lagerfeld - monoshop

Furla - monoshop

N Sport division
Wholesale & Retail

N Sport - sport multibrand stores

N Selection - sneaker stores

Puma - monobrand stores

Lacoste division
Wholesale & Retail

Lacoste stores

N Luxury
Distante

Distante - multibrand stores

N GROUP

Retail stores 55
Multibrand
Franchise monobrand

N FASHION DIVISION & N LUXURY
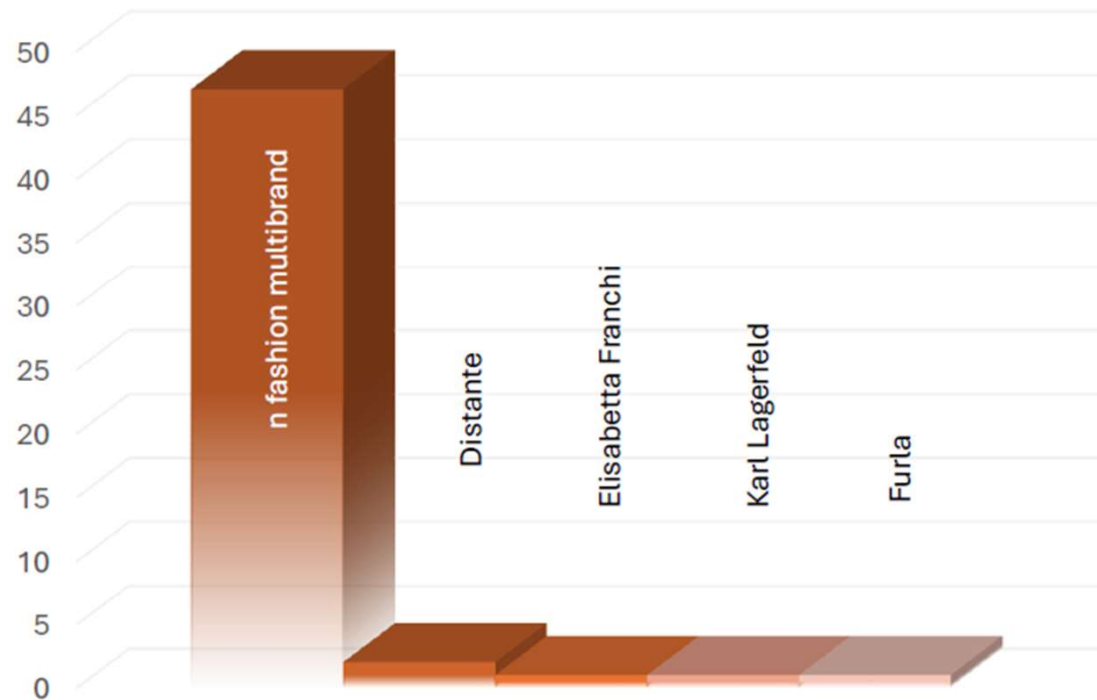
	Stores
n fashion multibrand	49
Distante	3
Elisabetta Franchi	1
Karl Lagerfeld	1
Furla	1

DISTANTE

3 stores

n fashion

2 stores

FURLA
SINCE 1927 ITALY

n fashion

47 stores

ELISABETTA FRANCHI

KARL LAGERFELD

N GROUP

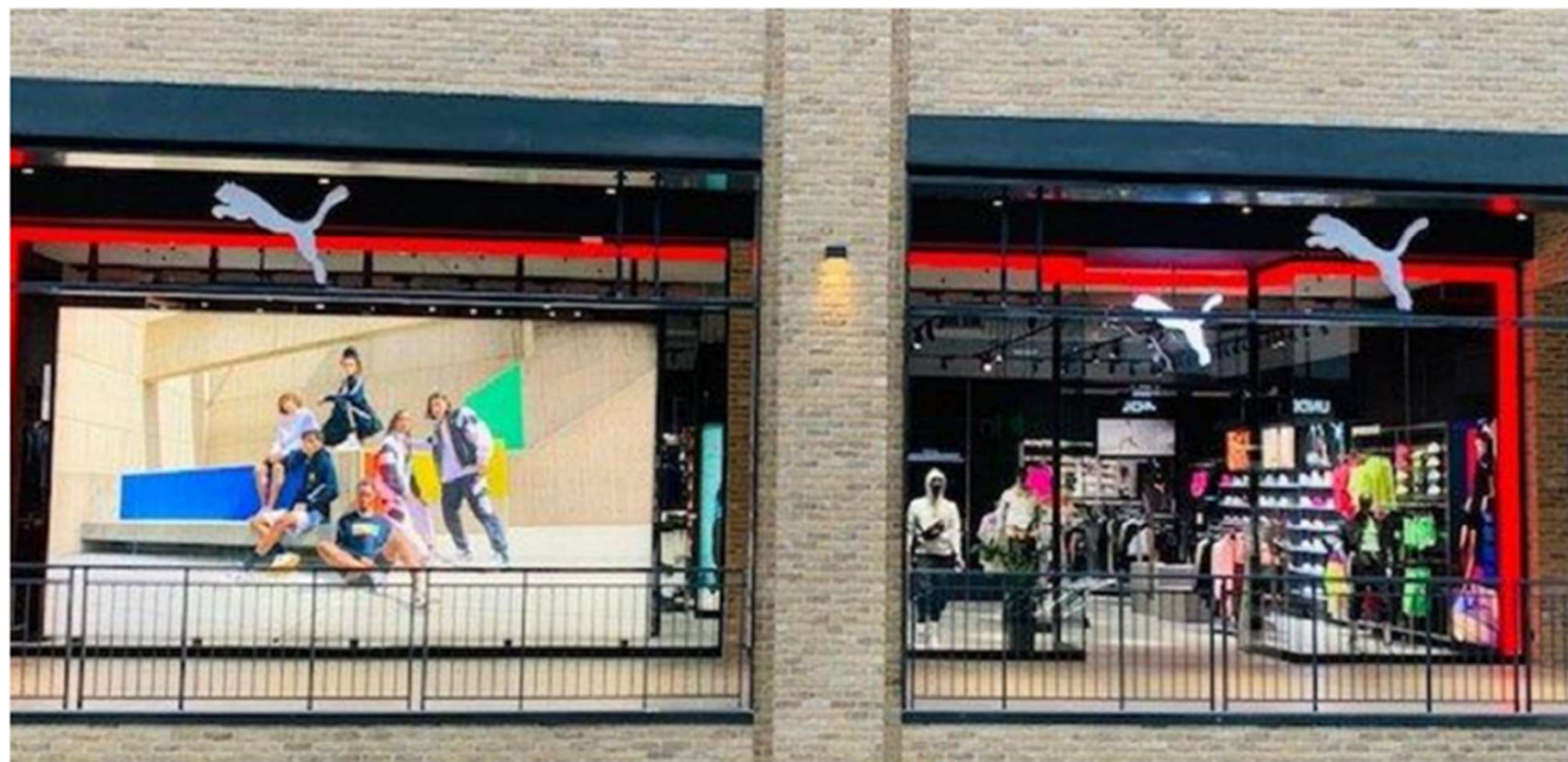Retail stores 81
Multibrand
Franchise monobrand

N SPORT DIVISION
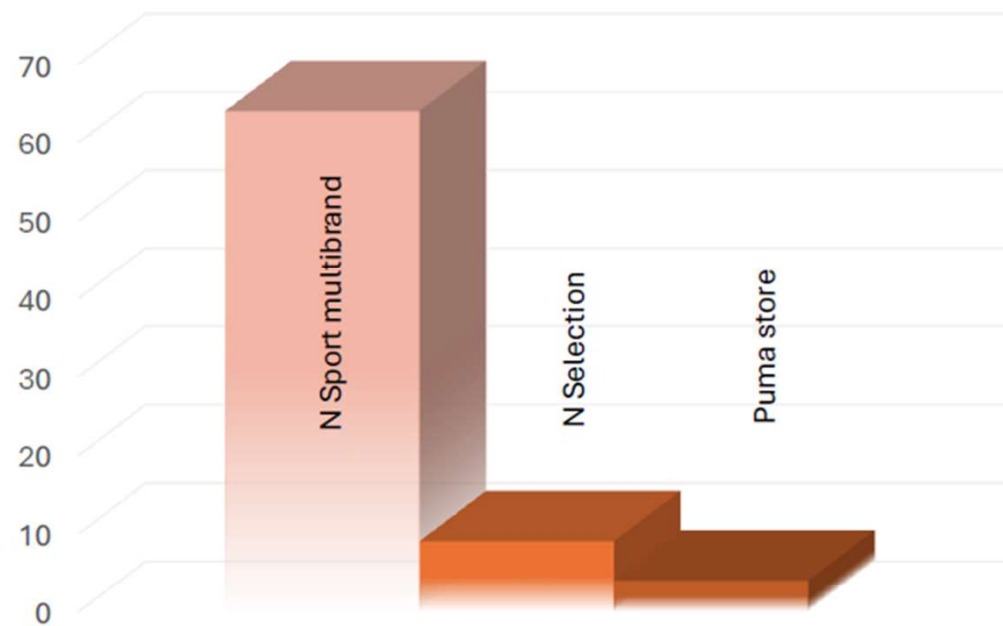
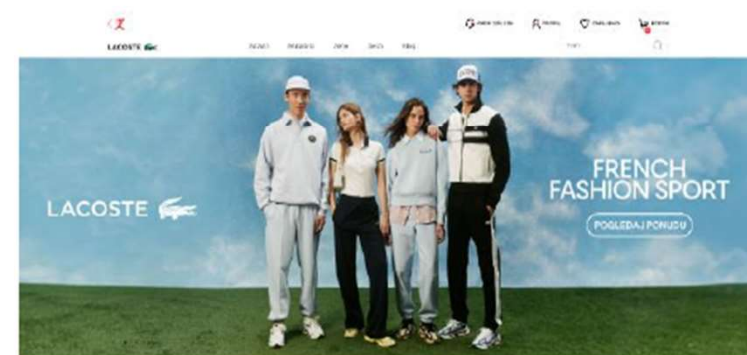| N Sport multibrand	67
N Selection	9
Puma	5

N SPORT

67 stores

N GROUP

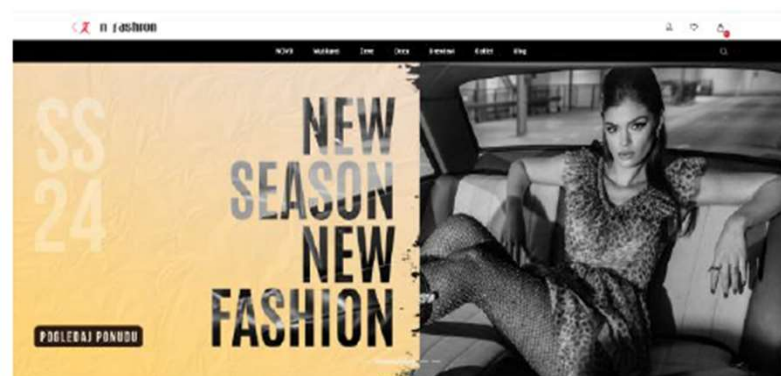

E-Commerce

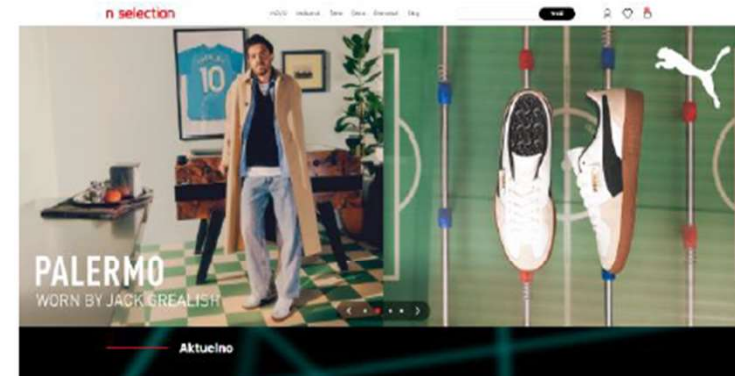**Budget 2024
>10m**

**Traffic 2023
>15m**
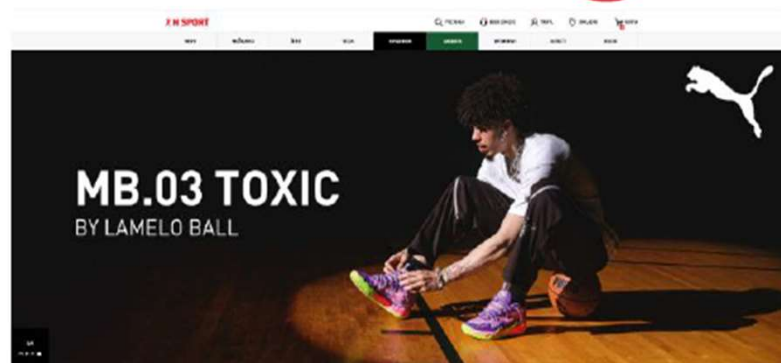
n-sport

Lacoste SiS

n fashion

n selection

Trend Maker

- 7 Adidas stores across Serbia (shopping malls & city centres)

N Sport ERP Journey

- 2006. – Microsoft Business Solution Navision 4
  - Integration with Retail Software

- 2016. – Dynamics NAV 2016
  - Retail Software integration re-done
  - eCommerce integration
  - WMS integration
  - Implementation in Bosnia & Herzegovina

- 2024. – D365 BC & LS Central

Why implement LS Central ?

LS Central

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Who want to reads yesterdays news ?

- Parallel inventory documents in retail software and NAV:
  - Informations were late
  - Error-prone

- Remove integration and get all store processes in one system

- Get relevant data for eCommerce in real-time

Streamline store processes

- Cashier had to switch between POS, Loyalty app and Gift card app

- Add new integrations!

- Prevent double entries

- Do better local-specific processes (prepayments, union sale, embassy sale, VAT exclude sales ...)

First mention of LS Retail

- Year is 2020
- Techical upgrade to NAV 2018 & LS Retail and then in 2 years move to D365 BC
- Use private cloud instead of SaaS
- Pro's
  - Less risky – Nav 2016 to NAV 2018 is similar, only introducing LS Retail
  - Stay on-prem
  - BC SaaS wasn't as strong as today
  - Better price (?)
- Con's
  - Non-stop implementation
  - BC is already here, let's wait a bit
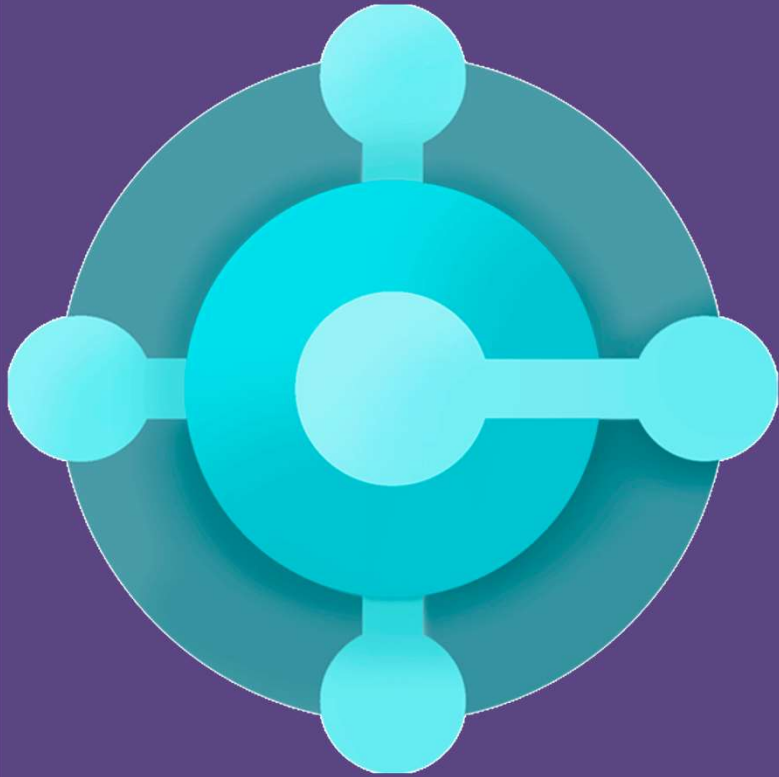
- Decision – **No Go**

Actual decision to implement BC & LS Central

- Year is 2022

- BC SaaS is solid

- Hybrid or fully online ? - Online
  - Less hardware maintenance
  - Easier to setup

- Decision – **Let's Go**

The Implementation

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The Scope

- Companies :
  - Trend Maker
  - N Group

- User count: 212 retail device users and 131 other users

- Finance & Accounting
- Supply Chain Processes
- Payrole & HR
- Re-do WMS integration
- Re-do eCommerce integration
- Integration with suppliers (Karl Lagerfeld, Adidas)
- Qlik Sense upgrade

Two phase approach

- Start first with Trend Maker, and after 3-4 months go with N Sport

- Post-mortem review:
    - Pros: way less risky, enough time to resolve issues (bugs, missed functionality, ...), process optimisation where needed, the excellent voice was shared around the company.

    - Con's: The mix of unplanned support activities and regular implementation activities in the same team (on both sides) delayed implementation task delivery dates. Some users have to use both NAV and BC

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We started with Analysis phase

Q: Didn't you already know them, since they have been your client for 17 years?

A: Well …. not as good as we would like because of
- Retail processes were outside of our scope earlier
- A lot happened around NAV
- It's also about where they see them in future, not just the current state

- Post Mortem review :
  - Pros: everything
  - Con's: it took more time than we anticipated

Design, develop, show

- Although we are using a waterfall implementation methodology, we are trying to be as agile as it makes sense :

  - Engage key users as much as possible

  - Show solution in the development phase

  - Be open to changes

Is there a time to add another company?

Trend Maker is in production, N Sport is a month or two from go-live and …

Q. Dear BE-terna team, can we add a new company during implementation?

A. Yes, of course. We will not need much time if we have similar processes

Distante was implemented in a few weeks (a great effort by N Sport key users)

Upgrade 5 days before go-live ?

Q: To upgrade or not to upgrade (5 days before Golive)?

A: Upgrade!

Training Roadshow: Key Users on a Cashier Empowerment Journey

End-user training was executed very well.

The N Sport core team (3 people) organised continuous on-site training across cities in Serbia (5-6 cycles)

- that showed how this change is essential for the company
- it was way more effective than online

The Go-Live

- We didn't have inventory posted in each store, so we allowed negative inventory

- N Sport ensured that each store had enough inventory because the first week, we didn't post inventory documents

- A minor issue with integration with the gift card app and barcodes on few items

- All in all –success

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The Result

Everything in one system
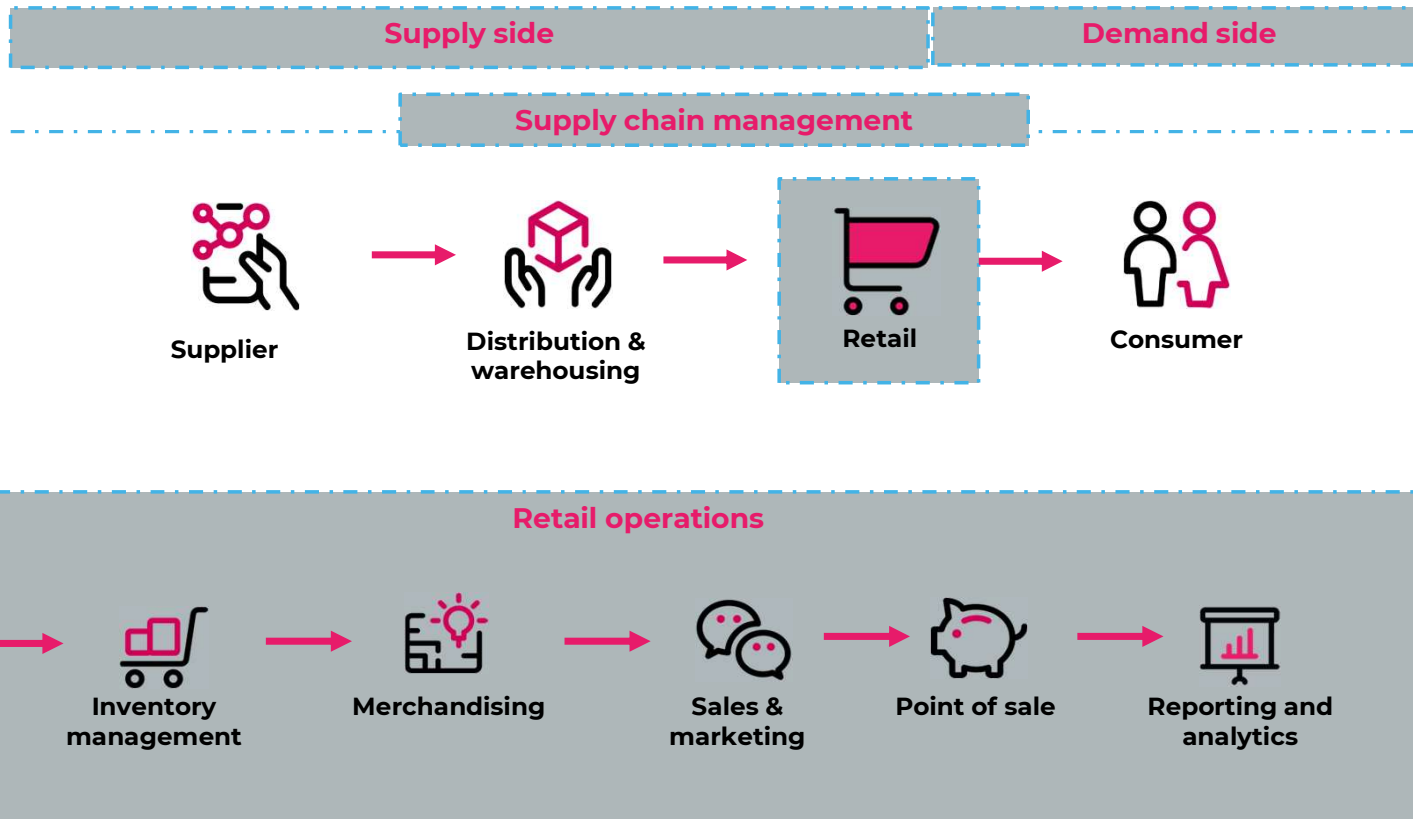
Streamlined in-store processes

- Inventory counting

- Goods receipt is slower but more accurate

- Accounting has more time since statements are automatically posted

- Installment sales for N Sport employees are easier and on the rise (hopefully, this will increase loyalty and job satisfaction)

- „Union sale" is improved (our app)

- Processing return of the goods to the customer (customisation for N Sport)

Faster checkout

- POS is way intuitive and easier to use

- Integrated with gift & loyalty 3rd party apps

- No double entries

- Many processes have been simplified - prepayments, union sales, check recordings ...
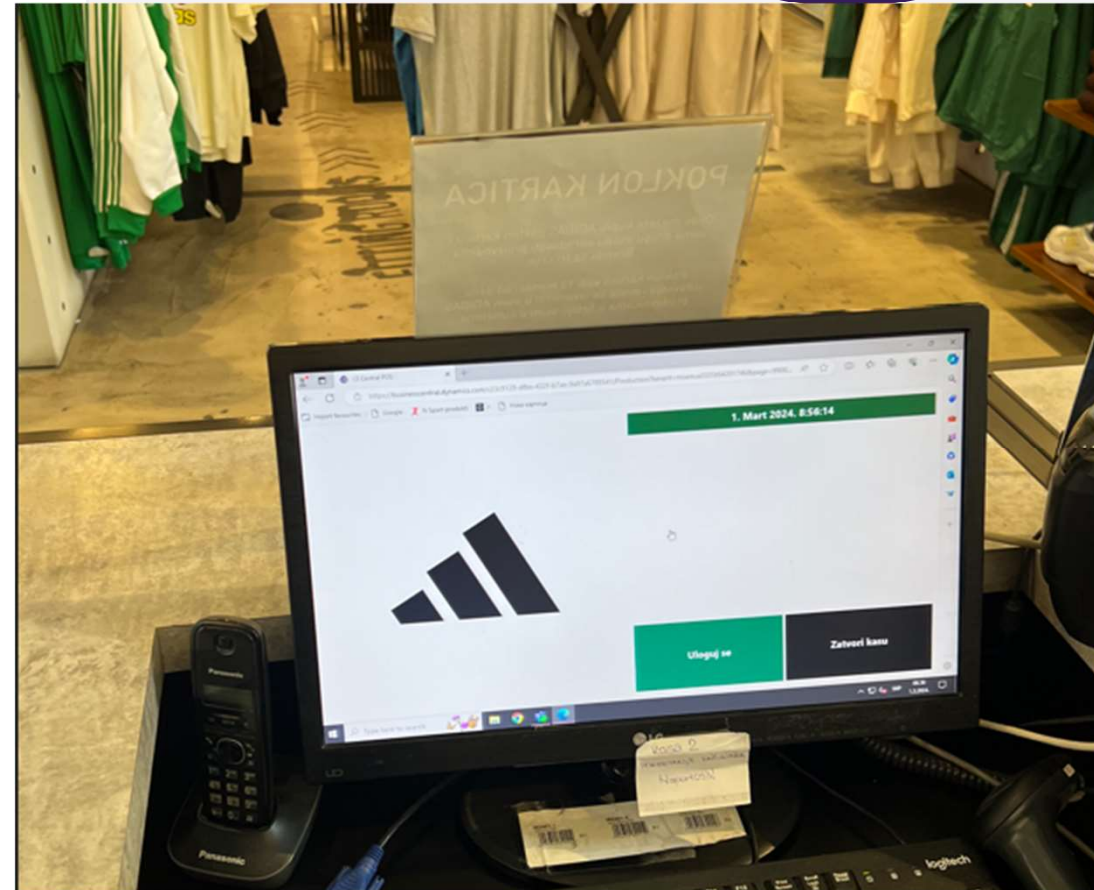
Real-time data

- Consolidation of data (items, barcodes, prices, customer data)

- Inventory levels are more accurate and known in real-time –important for eCommerce

- All information regarding store sales is known during the day; no need to wait till the middle of the next day
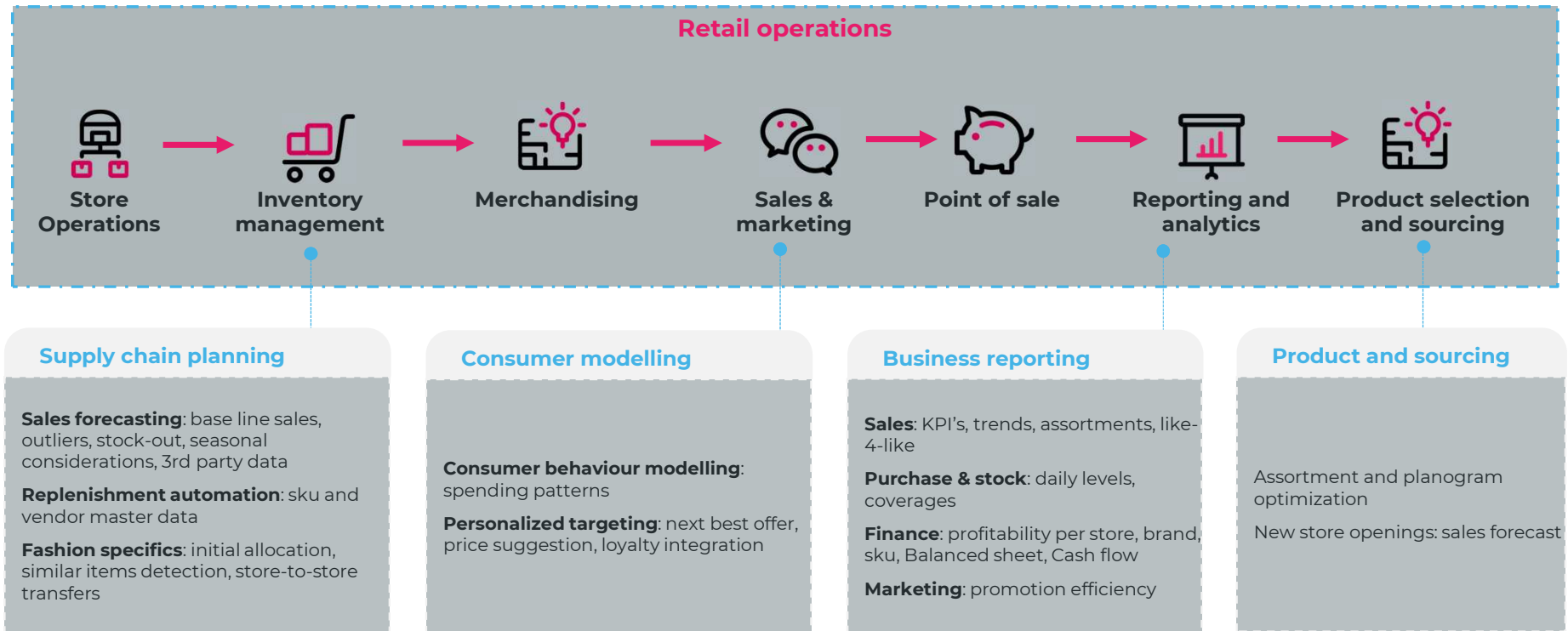
Miscellaneous benefits

- Integration with Microsoft tools (e.g., Excel - the option to **edit in Excel**, copying, no need for a template)

- Configuration packages

- Restoring environments to a point in time in the past

- Many benefits on the non-retail side

Next steps

Use all that data – AI store stock redistribution

Retail operations

Store Operations → Inventory management → Merchandising → Sales & marketing → Point of sale → Reporting and analytics → Product selection and sourcing

Supply chain planning

Sales forecasting: base line sales, outliers, stock-out, seasonal considerations, 3rd party data

Replenishment automation: sku and vendor master data

Fashion specifics: initial allocation, similar items detection, store-to-store transfers

Consumer modelling

Consumer behaviour modelling: spending patterns

Personalized targeting: next best offer, price suggestion, loyalty integration

Business reporting

Sales: KPI's, trends, assortments, like-4-like

Purchase & stock: daily levels, coverages

Finance: profitability per store, brand, sku, Balanced sheet, Cash flow

Marketing: promotion efficiency

Product and sourcing

Assortment and planogram optimization

New store openings: sales forecast

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Thank you!

The "an Aptos company" version is the main version to use. Only use the logo without it if the logo is very small.

Primary

Secondary

Primary

Secondary

LS **Central**

LS **Central**

LS **Central**
for retail

LS **Central**
for restaurants

LS **Central**
for pharmacies

LS **Central**
for hotels

LS **Central**
for forecourt

LS **Express**

LS **Express**

LS **Pay**

LS **Pay**

LS **Central**

LS **Central**

LS **Central**
for retail

LS **Central**
for restaurants

LS **Central**
for pharmacies

LS **Central**
for hotels

LS **Central**
for forecourt

LS **Express**

LS **Pay**

LS **Express**

LS **Pay**

LS Retail
Academy

LS Retail
Consulting

LS Retail
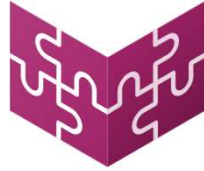Partner Support

LS Retail
Onboarding

LS Retail
Academy

LS Retail
Consulting

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Partner Support

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Onboarding

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Consulting

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Partner Support

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Onboarding

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Academy

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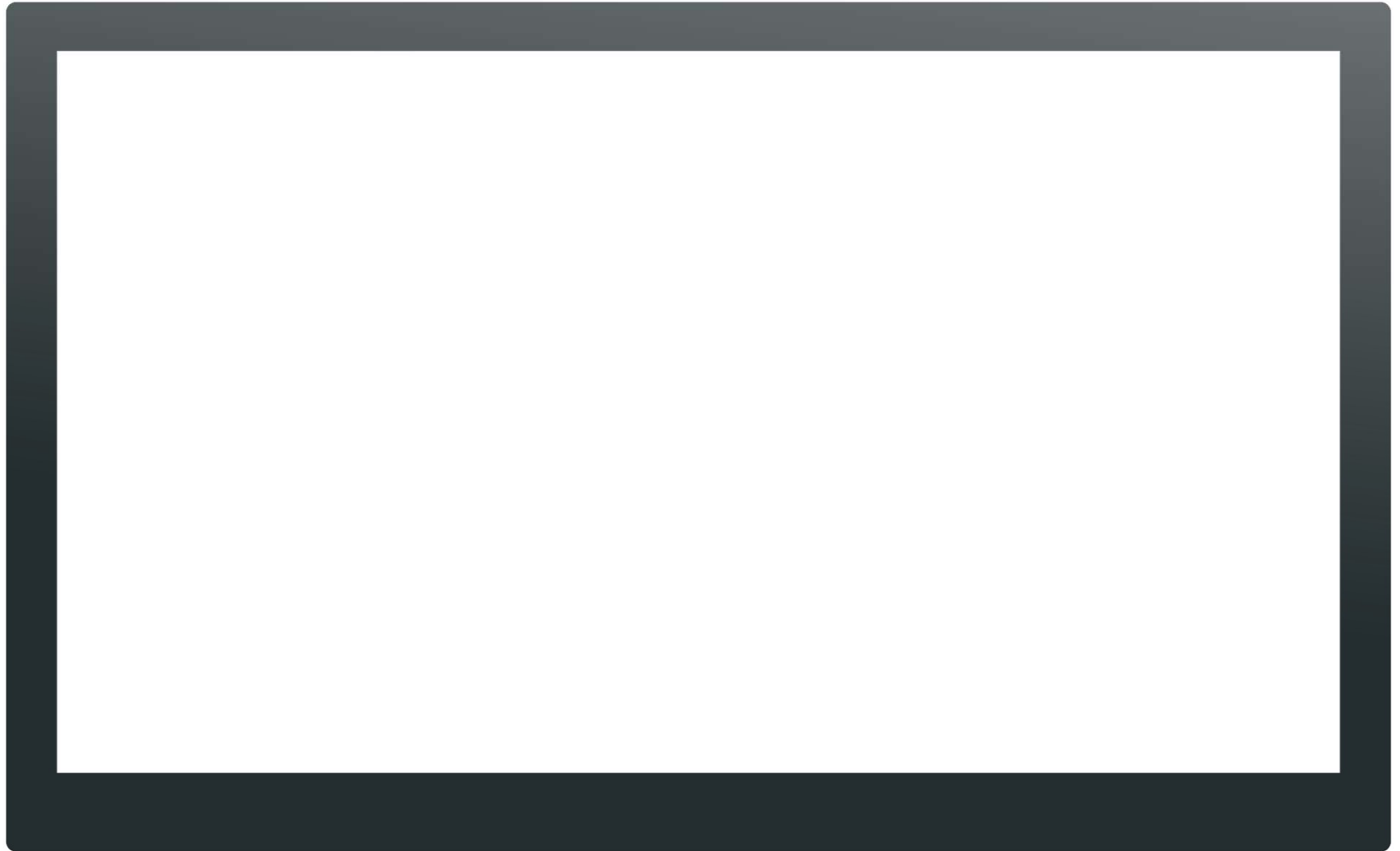Consulting

LS Retail
Partner Support

LS Retail
Onboarding

Desktop/POS

POS/Tablet

Tablet/surfacePro

Tablet/iPad

Mobile