



LS RETAIL

Case Study

ODEL implements new ERP solution

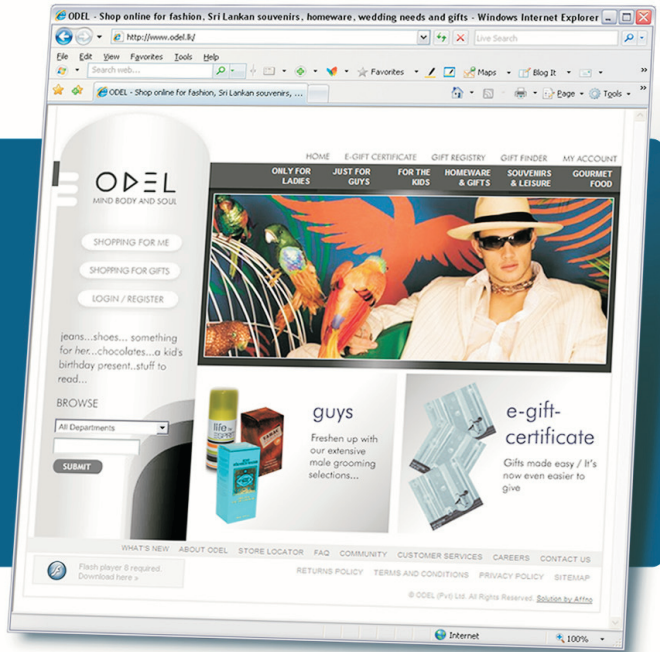
ODEL (www.odel.lk) the only department store in Sri Lanka commenced operations in 1985. Having had humble beginnings way back in 1985 when Obara Gunawardena started the business selling fashion garments from the boot of her car ODEL now boasts six modern stores located in and around Colombo with its flagship store in the heart of Colombo near the town hall. The chain has a total of 46,000m retail space at present and is growing in size and stature at a very rapid pace.

In keeping with the expansion and growth, the company was previously handicapped without a proper information processing system having used a local retail solution and an off-the-shelf accounting system as far as the IT systems were concerned. The company started the search for a fully fledged ERP system in 2006 and went through the process of requesting proposals from selected solution vendors locally and from overseas. ODEL followed the process associated with the complete event milestones commencing from the release of the RFP to the appointment of the successful vendor which concluded in January 2007.



Based on the many criteria of evaluation, ODEL selected RAPIDSTART Pte Ltd (www.rapidstart.com.sg) that submitted a proposal to supply and install Microsoft Dynamics NAV and LS Retail (fully integrated with Microsoft Dynamics NAV).

The team from ODEL headed by the COO Mr. Arjuna Samarantunga reviewed the many proposals submitted in response to the RFP and finally decided on the Dynamics NAV and LS Retail solution after site visits in Singapore with RAPIDSTART's other clients were concluded in March 2007. The implementation process commenced in June 2007 and the system went live as planned on 1st October 2007.



Amongst the many criteria that included in the evaluation process were:

- Flexibility for the users to manage the business in the way they want.
- Users' increased time to focus on the business.
- Timely and cost-effective delivery of the solution.
- Security and versatility of the system.
- User-friendliness of the application.
- Simple and easy report generation to facilitate decision making and analyze the business.
- Effective CRM functions and enhancement of the customer service functionality.
- Cost-effective and efficient supply chain logistic management.
- Effective and efficient financial management of the organization.
- Effective E-business strategies.
- Resilience and stability of the system.
- Supported online posting.
- Reliability, reputation and resources of the implementing vendor.

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