

BULGARIA TELECOMMUNICATIONS COMPANY

Customer Case Story - Bulgarian Telecommunications Company (BTC)

The solution

Landsteinar Nederland implemented LS Retail, a proven retail solution and Dynamics NAV to handle purchases, warehouse, inventory control and sales through different channels. BTC now has a system in place with 350 POS and 550 CU. They have licences for approximately 200 stores although they have not reached that number yet they are continually opening new stores.

LS Retail supports store sales, direct business sales and dealer sales. In the store the system offers Shop replenishment, Stock control, Sales transaction, Change of service, Returned goods, Payments, Invoice payments, End of day procedures, bundling and promotions. The project included fully integrated fiscal printers.

The warehouse functionality includes stock control and replenishment to all locations. Item tracking is key in this project. Each SIM card needs to be tracked through purchase, warehouse and sales to the customer. This forms an extra challenge as the items are so small and numerous.

Bulgarian Telecommunications Company (BTC) meets challenges of Mobile launch with LS Retail and Dynamics NAV

Bulgarian Telecommunications Company (BTC) is the main telecommunication services operator in Bulgaria, employing over 11,000 professionals. BTC has over 2 million fixed-line subscribers and a growing number of mobile customers to its GSM operator, Vivatel.

BTC Mobile was established in June 2004 when BTC received a GSM license. In August 2005, BTC announced the name of the new mobile operator – **Vivatel**, the trade mark under which the mobile operator BTC Mobile is operating on the Bulgarian market. Vivatel is the fastest growing mobile operator in the country.



The mobile launch

In November 2005 BTC launched a very successful mobile operation. Competitive prepaid services for individual customers and post-paid offers for business clients marked the launch of Bulgaria's third GSM operator, Vivatel. Bulgarian mobile prices have almost halved in Bulgaria since the launch of Vivatel announced its launch in September 2005.



Vivatel's management ambition is to build the mobile operator to become a leader in the market and to win the trust of the Bulgarian people by offering them competitive prices, open and fair policy and high quality services. The thriving mobile operator shows no signs of slowing its dynamic expansion.

The mobile business

The mobile business was new to BTC. The new management believed the mobile business needed a true retail operation and saw the need to implement a retail system with the flexibility to support the sales organization. BTC was looking for a proven retail system which could handle fast moving consumer goods and a partner with experience in the retail business who could guide them in setting up the business and the IT systems. Some important demands for the system were extensive functionality for promotions and bundling, track serial numbers and handle the fiscal rules set in Bulgaria.

Why Landsteinar Nederland?

BTC chose for Landsteinar Nederland as implementation partner. Important factors in the choice for Landsteinar were

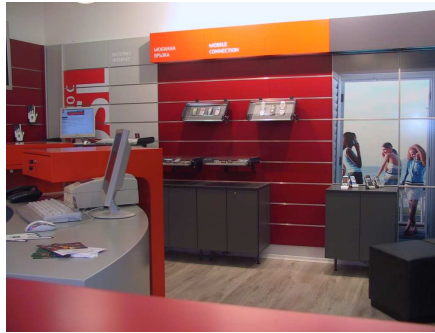
- Proven project approach
- Efficient dedication
- Quick and flexible response
- Vast expertise in Navision and LS Retail and our knowledge of the retail business
- International experience including experience in developing fiscal solutions

Landsteinar Nederland is an independent Dutch company focussing purely on retail solutions. Landsteinar services customers in different retail segments. BTC chose for Landsteinar Retail due to their vast experience in the retail business and their experience in large international projects.



A challenging project

One of the biggest challenges in the project was the short time scale for delivery. In June 2005 the project started and the launch of the mobile network was in November 2005 with the simultaneous opening of 66 stores. The deadline was non negotiable which meant there were only a few months to set up the system. Due to the short time frame the project was split into separate phases. Phase 1 – launch of the stores and prepaid business. Phase 2 – Post paid business. The prepaid launch was in November 2005 and the consumer Post Paid launch was in March 2006.



As the mobile business was new to BTC requirements were being set up as the project was evolving. This put high demands on the flexibility of all those working on the project. With people of as many as 10 different nationalities working on this project this was a truly international project. It was very interesting to work with the largest companies of the country and

their own business culture.

Systems are directly visible to Customers and BTC was ambitious in the goals they set for the systems. The mobile market is a highly competitive market and as a new player you need to differentiate. One of the goals was to have the SIM activated before the customer leaves the store. Activation is triggered by the POS and fully integrated with the activation system. This meant that many different systems need to be interfaced.

In order to meet these challenges Landsteinar Nederland worked according to the Microsoft Solution Framework project methodology which includes a dedicated project team and a project manager. All changes to the scope and the budget need to be approved by the

Future

The mobile business is constantly changing and evolving which demands that the systems evolve too. It is a highly competitive market. After the launch of the post paid business in March 2006 the project has been ongoing to offer extra functionality, handle change requests and further optimize the solution. We have a continuous on-site presence.

For more information about LS Retail and Microsoft Dynamics NAV for retail, Visit www.landsteinar.nl or contact Landsteinar Nederland

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