



A solution that grows with you...



*"Now we have a tool that enables us to control and manage our stores with more effectiveness and competence than ever before," says Dennis K. Pedersen, IT/Accounting Manager, Change, Denmark*

Change of Scandinavia has become one of Denmark's fastest growing chain stores, and within a few years it will have grown to twice its present size. The business management and financial system Microsoft Dynamics, NAV and LS Retail grows along.

In only four years, Change of Scandinavia has become Denmark's largest lingerie chain, thanks to a fine business touch, sense for quality, excellent design and modern technology. Therefore, it was an important decision when Change of Scandinavia opted for LS Retail as its pas System.

"We chose LS Retail because we prefer to look ahead. We know that our growth in Denmark alone has been enormous, and will continue. The biggest future chances, however, are in the international market - especially in Northern Europe. This is why we were looking for a system that would not restrict our growth, and one that was built on an international standard system. Microsoft Dynamics, NAV and LS Retail fulfill these requirements," says Dennis K Pedersen.

The new POS system that Change of Scandinavia has already implemented in the 33 stores in Denmark is an online system, which guarantees an instant overview and automates a number of processes in the store. Tasks such as counting, statement handling, data transfers by fax, registration and analysis of sales used to take a lot of time in the stores and at the head office in Farum. The system now deals with all of this automatically every day.

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*"Our goal is to use the work of our staff in ways that will benefit the customer. There is no sense in having people in our central financial department entering statistics and numbers from 72 stores worldwide, when all of this can be done automatically We prefer to offer better service, improve our analyses and become more competitive, rather than wasting the time of our staff on unrewarding manual tasks, especially since we intend to continue growing at a very fast pace in the foreseeable future," says Dennis K Pedersen.*

The LS Retail POS is running on DigiPoS Retail Blade hardware from DigiPOS in Denmark



LS RETAIL

### One complete system

Ordinary pas systems only handle till functions whereas the retail system at Change of Scandinavia is much more versatile and serves all the stages of the lingerie production: From development of ideas and design, through construction and production, to inventory, sales and consumer analysls.

*"Yesterday gave us a fine example when one of our sales departments requested some further development of one of the bra types we offer on the grounds that they were in high demand. Instead of guessing, we can quickly look into sales figures to determine whether the sales department was right, where the particular product is being sold, and the number of items in stock. Our business decisions are no longer based mainly on gut feeling and ideas, but on facts, which is an extremely important step towards securing our competence," says Dennis K Pedersen*



Underwear fashion and sizes are quite variable in this day and age. Ladies are getting taller and many of them also have cosmetic implantations. Previously, Change used a set of standard schemas for the production of underwear - today the company gets Information about such things straight from the system.

*"It may sound strange - but if it takes two years to discover that female breasts in general are growing, it has an impact on our business - that we should no longer produce small sizes, but even bigger ones. This is yet another example of how important it is to have such an accomplished system to work with," says Dennis Pedersen.*

### A strategic choice

The development of Chance has been very rapid in the five years since it was founded thanks to an excellent business strategy, where the money is not spent on extravagance in store facilities and such unnecessary things. The investment in Microsoft Dynamics NAV and LS Retail was in fact on of the biggest and most expensive single investments ever undertaken by the chain - despite the fact that Change could have purchased a substantially less expensive system.

*"It took some courage to come to this conclusion - but the other system quite simply did not offer the extensive functionality LS Retail had - and we could rest assured that the system was one for the future - that it would be further developed and so on. With Microsoft and LS Retail we are certain that we have an investment for the future, and that the return on investment will happen faster than we had dared to hope," says Dennis Pedersen.*

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Tectura Denmark has been responsible for implementing the solution in the Change of Scandinavia stores - a successful cooperation and a continuing one: "It is obvious that Tectura has grown in competence together with Change, and they think in international terms, so that we will not need to look for other partners when we start expanding into other markets, which we will," says Dennis K Pedersen.

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