



LS RETAIL



CASE STUDY



# DISNEY: BRINGING IN INTERNATIONAL BEST PRACTICES WITH LS RETAIL



With LS Retail , Devyani International Limited (DIL) has been able to adopt some of the best retail practices that will make them industry leaders in their domain. DIL's aim as a fast track retailer, was not only to grow and ensure high customer service levels and experience, but also do that without increasing costs. With the successful implementation of LS Retail, DIL realised that success & growth of retail is all about \_\_ CHOICE!



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## The Client

Devyani International Limited (DIL) is an associate company of Rs. 1,200 crore RJ Corp., owned by Mr. Ravi Jaipuria. RJ Corp. is a large multi-business, multi location corporate conglomerate, with interests in PEPSI bottling (India & Nepal), edible oil (Sri Lanka) Beer (Mauritius), Real Estate, Education.

DIL runs Pizza Hut, KFC, Costa Coffee and Disney Artist Retail Store brands in north India.

All 15 stores owned by the company are geographically spread all over India - in Punjab, Uttar Pradesh, Delhi/NCR. The Head office of the company is in Gurgaon. The company currently has 2,500+ employees.

Disney Artists retail stores, DIL's new business venture, came into operation in 2007. DIL entered into agreement with Disney to own and operate Disney Artist Stores in India.



## Why the LS Retail journey

DIL believed that IT is a critical enabler to improving customer satisfaction, operational efficiency and by extension, profitability.

Bringing brand 'Disney' into India, not only meant the company saying hello to Indians, it also meant following the international standards and bringing the excitement and exhilaration that goes with the Disney brand worldwide.

RKJ Corp. was hence facing the challenge to decide on a solution that would cater to their expansion need and set-up the entire process in a very short time frame. Other goals included management visibility and minimizing the total cost of ownership.

Disney's brand investment in India meant sustaining quality and maintaining international standards. DIL was looking at more than 1200 SKU's that would go on increasing in numbers in the coming time. The immediate need of the hour was to use an internationally proven end to end solution that met their requirement of quick and successful implementation. Moreover, the solution used should prove itself to be flexible and reliable as and when the organization scales its operations.

## The Challenge

Time and tool management: Clearly for DIL, implementation of tried and tested retail practices through capable and robust software was the obvious challenge. To further categorize:

- ❖ Managing a very high number of increasing SKU's (currently 1,200) both in-store and centrally at HO for planning through software was an issue that needed immediate addressing.
- ❖ Data replication and consolidation in an environment where stores are geographically spread all over India was also a major challenge.
- ❖ Time Gap between the final decision of software selection and 1st store Live was one and a half month so it had to be implemented in a record time span.

## Solution in brief

DIL selected LS Retail for the fact that the solutions was globally adopted and is successfully running in some of the largest retail brands internationally like Adidas, Levis, Pizza Hut, Booths Supermart, NAAFI, Debenhams, etc. The decision was in favour of LS Retail as the DIL management was convinced that the solution would allow them to manage their new business professionally and seamlessly and at the same time help them adopt best retail practices that will make them the industry leader.

"We at DIL believe that technology is not a sunk cost but rather an investment to reduce heavy long term costs. With LS Retail, we now have an internationally proven IT platform that supports further development of our business. LS Retail hence was a investment to maintain competitive advantage for Disney's long term growth in India."

**Arjun Verma**  
Executive Director & CFO  
Devyani International Limited (DIL)

"LS Retail solutions has allowed Disney Artist stores to quickly seize opportunities for expansion into new markets. The system can easily expand to new stores and product lines. Users are pleased with easy interface of the system. We now have a complete solution from back office to POS and the executive information systems.

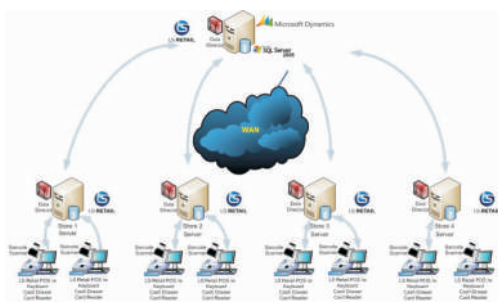
**Sukesh Gera**  
IT Head  
Devyani International Limited (DIL)

After evaluating a number of competitive solutions, available in the market DIL opted for LS Retail for their new upcoming Disney Artist retail store in December 1996.

The strategic approach towards choosing LS Retail and its implementation was based on following critical factors:

- ❖ International Standards: The software had good national and International Client References with Standardization both in Merchandise retail and Hospitality. DIL is also in merchandise Retail and Hospitality Retail.
- ❖ Configurable and Ease of Use : The functionalities are configurable and controllable through parameters
- ❖ Enterprise Management or Data Replication Technology: LS-Retail has Data Consolidation with Replication Technology in the central server. This means all the transactions at the store can be replicated at Head Office and item prices or other functionalities can be controlled centrally.
- ❖ Business Data Cubes: LS-Retail is based on Business Data Cubes of Microsoft Dynamics/Nav which is owned by Microsoft and is more reliable.
- ❖ Suitable solution: Most importantly, LS – Retail is very suitable for those corporate which are rapidly increasing multiple chains of stores. Here, installation and training has to be fast. .
- ❖ Best Retail Practices: LS-Retail incorporates best retail practices which comes from their international client implementation experiences
- ❖ This software is easy to learn and this point is very critical in Retail scenario where there is lot of manpower turnaround.

**Sukesh Gera, IT Head - DIL**, states that, *"We keep our processes simple and well defined. Our implementation strategy was simple. We wanted to see the beauty of the software completely and therefore, we had instructed DVS from day one that we will not go for any process/logic modifications in the software to suit our requirements. Instead, we will implement the best practices of Retail as per software. Instead of modifying software, we improved our practices to suit the requirements of software which automatically improved our working."*



## LS Retail benefits to Disney

### ❖ Comprehensive Business Intelligence

LS Retail NAV helped DIL, increase productivity and performance while addressing the full range of information requirements throughout their operation. LS Retail provides a comprehensive business intelligence functionality that allowed the management at DIL to use any data asset, transform it into useful information, and deliver it in a practical format.

*"Their has been great saving in time to process and extract information. Reports are more accurate and at our finger tips, so we can see our all areas of businesses are doing. Transfer of stock is so much easier and all items are traceable. We can see the cost of each items and price changes can be made much more easily."* stresses Sukesh Gera.

### ❖ Scalable in Size and Business

LS Retail was a vital tool for DIL at the head office, it helped them control and maintain data common to all stores. This includes, for example, item, customer and vendor management as well as the management of special offers and loyalty programs.

### ❖ Single Application Architecture

LS Retail's single application architecture for DIL meant that most functions are available at store level, head office level, or both. This flexibility helped DIL to configure the application according to their demands and build on their competitive advantage without needing expensive custom-made solutions.

### ❖ The LS Data Director

For DIL, Data Director takes care of high-speed data exchange between different Microsoft Dynamics NAV databases, and other databases that are not based on Microsoft Dynamics NAV. The Data Director was specifically designed to increase the speed of replication over Wide Area Networks (WAN). It uses shorter time to send data and requires less bandwidth than previous generations.

These features are especially important to DIL as they have databases in different areas or regions, as they save communication costs.

## The LS Retail NAV Experience

- ❑ **REDUCE** total cost of ownership
- ❑ **READY** for a change in your business & customer behavior
- ❑ **INCREASE** efficiency
- ❑ **DYNAMIC** systems initiative
- ❑ **ALLOW** business transparency
- ❑ **MAKE** up-to-the minute decisions
- ❑ **FEWER** mistakes
- ❑ **OPTIMIZE** your purchase
- ❑ **IMPROVE** your merchandising
- ❑ **INCREASE** stability, resilience and speed



Trident is a leading implementation partner for Microsoft Dynamics and LS Retail Product portfolio in North India with Head Office in New Delhi. Trident has emerged as an Integrated Business Solution provider with proven skill-sets in Enterprise Application, Business Intelligence, and Information Management Softwares. Trident has specialized in consultancy and implementation of LS Retail. We have consistently maintained a highly skilled and motivated functional and technical experts to delivery a robust and functional implementation of LS Retail to our esteemed clients.

*"Disney Artist stores has added enormous value to Trident's retail focus. This successful implementation in such a short span of time was made possible by the team of experts at Trident along with knowledge and continuous guidance from DVS team and most importantly, support from the visionary management at DIL"*

**Anita Jain**

Director

Trident Information Systems Pvt. Ltd.

[www.tridentinfo.com](http://www.tridentinfo.com)

Trident was responsible for implementing the solution in the Disney Artist stores - a successful cooperation and a continuing one: *"Trident's input and expertise made this collaboration one that will contribute to the development of the Indian retail industry. I know we can count on their support for other expanding markets that DVS is targeting."*

**Rakhee Nagpal**

Managing Director

Dynamic Vertical Solutions



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## WHO WE ARE

Dynamic Vertical Solutions (DVS) is a leading provider of end-to-end integrated and adaptable business management applications, for organizations of various sizes across various Industry sectors. With international solutions catering to industries varying from Retail, Hospitality to Real Estate Management, DVS brings together a portfolio of internationally proven, fully integrated business solutions.

As an organization we identify focus areas based on thorough research and a deep understanding of the needs and requirements of the industry. Consequently we select a portfolio of products based on their referenceability and long term sustainability, so that our customers need not reinvest in business applications in the future, thereby allowing them to focus on their core business using IT as a key facilitator in their growth.

The solutions we provide are based on a Microsoft Dynamics Navision platform supported through a global partner network that spans across geographies.

Our range of services, categorized under the following heads, are designed to help organizations scale in size & business, reduce total cost of ownership, increase efficiency & productivity, improve data integrity, gain better control and ensure a fast exchange of data to enable quick decision making of the highest quality.

CONSULTING | TRAINING | IMPLEMENTATION | LOCALIZATION  
DEVELOPMENT | OUTSOURCING | INFRASTRUCTURE | ENTERPRISE

## Dynamic Vertical Software Pvt. Ltd.

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