



LS RETAIL



CASE STUDY



ENHANCING CUSTOMER SATISFACTION AND CATERING TO VARIOUS BUSINESS FORMATS WITH ONE SINGLE LS RETAIL SOLUTION.



LS Retail and MS Dynamics™ provide VAH MAGNA with a single integrated solution for a complete overview of the business, helping management meet challenges ranging from single format to IT training to providing seamless information across HO and all stores.



Enterprise Business Technologies Pvt. Ltd.



Dynamic Vertical Solutions



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



## The Client

**Vah Magna** is Andhra Pradesh's largest and fastest growing retail chain with a presence across multiple formats including Super Center, Cash & Carry, Hypermarkets, Supermarkets and Convenience Stores. The Company also has a significant presence in the hospitality segment. Since it was established three years ago, Vah Magna has set on an impressive pace of growth and diversification in the retail sector in Andhra Pradesh.

Today, **Vah Magna**, with over half a million square feet of retail space, reaches out to more than a million customers every month through its 70 Superstores located across Andhra Pradesh and Maharashtra. In February'08, Vah Magna launched the first **Indian Cash & Carry** at Hyderabad which leverages a consolidated distribution model aimed at bulk shoppers across the retail, institutional and consumer segments and has received a very encouraging response from the market. The company has recently launched **Vah Magna Supercenter**, which offers shoppers at Hyderabad a world-class shopping experience. The 1,00,000 sq. ft. Supercenter is spread across 4-levels for shopping and food with an additional 2-levels for ample parking. The restaurant chains, **Taste Buds**, the multi-cuisine restaurant, **Grub Hub**, the popular food court and **Bohemia**, the upscale continental restaurant have become favourite destinations for discerning food lovers. Vah Magna's portfolio spans Grocery, FMCG, Apparel for all ages, Consumer Durables, Kitchen Appliances, General Merchandise, Home Décor, Life-style and Fashion Accessories, Jewellery, Furniture, Bakery Products, Restaurants, Food Courts and Pharmacy.

Across all its formats, **Vah Magna** leverages two decades of extensive retail experience of its promoters in inventory management, merchandising, store design and customer care to offer unparalleled value to its customers.



## Why the LS Retail Journey

VAH Magna undertook the LS Retail journey with a vision to grow and ensure high customer service levels and experience without increasing the costs. **VAH Magna was looking forward to a complete solution offering which was scalable, flexible, and reliable and at the same time easy on maintenance.**

With the growing number of stores in a short period of time VAH Magna found it extremely challenging to manage stores individually without the support of an ERP solution. This prompted VAH Magna to implement a solution that has been put into practice and is operational internationally. The solution should be capable of handling more locations with minimum investment. **The immediate requirement was to integrate the POS billing with the back-end ERP.**

## Results in Brief

VAH Magna has successfully implemented the LS Retail solution in 4 stores with 5+ POS machines, 1 store with 13 POS machines and 3 warehouses.

LS Retail and Microsoft Dynamics™ provide a single integrated system for a wholesome overview of the business. The statutory and localization requirements are taken care of, so **reporting is quick, online and reliable.**

## The Challenge

- **One single system:** Catering to various business formats at Vah Magna.
- **Training:** Users across all the processes.
- **Complete retail solution:** Through one system for businesses, in which the data is stored in one place and is easy to access by the managers.
- **Fast Checkout:** Only two or three strokes per sale.
- **Flexibility:** To meet the dynamic business needs.
- **Availability of information:** Seamlessly across HO and all stores.

"Vah Magna is an organization poised for growth as Indian consumers continue to raise their demands for convenient and experiential shopping/dining. To be able to respond to our customers with utmost efficiency, we needed to develop a robust ERP system that does away with any disparate systems. LS Retail was our choice as an internationally proven solution."

**SRIRAM KAKKERA**  
CEO  
Vah Magna

“Challenges that range from single system format to IT training to creating customer experience, can only be brought about through a robust ERP system. It is the ease that the solution such as LS Retail, has brought about in our operations that will allow Vah Magna to emerge as a leading retail organization. The response time of our implementation partner, EBT has been fast and the work they have done for us in the Retail and Supply Chain Management has been second to none. They have helped us to optimize and automate our processes, which has saved us valuable IT time daily. We have been more than satisfied with our partnership with DVS and EBT.”

**SATYANARAYANA**  
IT Head  
Vah Magna

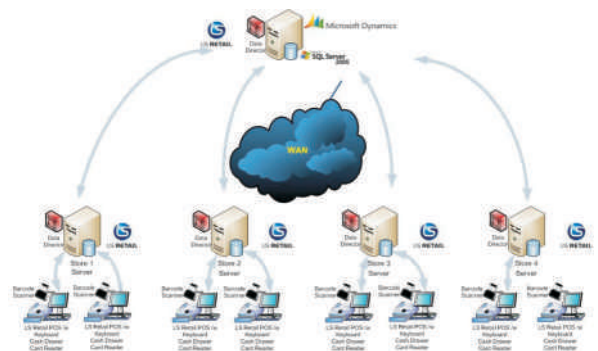
## Approach and Unique Features

Functional Changes with the product features:

- **Multiple MRP and Offers for each MRP** - With this solution in place, Vah Magna can **record multiple MRPs for items at the time of GRN** and these MRPs are displayed at the time of sales at POS. If there is a promotion or running offer mapped in the system, the same will be triggered on the selected MRP and not on the sales price.
- **Item Tracking** - Vah Magna is into multiple retail formats ranging from pharmacy to grocery - the solution caters to all of these retail formats. **Serial and LOT numbers from any purchase order posted through In-Store or Warehouse are replicated for posting to HO.**
- **Physical Stock Take** - The physical stock take module allows Vah Magna to conduct an online stock take by just scanning barcodes. This stock taking process is conducted at the Store or Warehouse with the same getting replicated back to HO.
- **Bulk Reversal** - After the posting of child items and converting them into a parent item, Vah Magna has a business process of reversing these entries. To facilitate this, **Bulk Reversal functionality was added which enables Vah Magna to reverse the ledger entries for both child and parent items.**
- **Purchase Price Location Wise** - Vah Magna retail outlets are spread across multiple locations in various States in the Country. The price of an item varies from location to location. With this solution in place users can **track purchases with multiple prices based on each receiving location.**

## The LS Retail NAV Experience

- ❑ **REDUCE** total cost of ownership
- ❑ **READY** for a change in your business and 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





Enterprise Business Technologies Pvt. Ltd.

Formed in December 2006, EBT is a young company. The promoters of the company have been associated with Navision since Navision India days and the top management carries between themselves an implementation experience of more than 50 projects. EBT has a strong focus on Retail industry and has successfully deployed large projects in the last 2 years. EBT has more than 50 consultants adept on the Navision domain and 40% of them dedicated towards LS Retail. EBT is head-quartered in Mumbai and has offices in Hyderabad and Pune. It is soon to launch a site at Dubai to exploit the opportunities in Retail there.

*"This project gave us an opportunity to cater to a customer having strong presence in South India. Project was challenging as VAH Magna was expanding in all the Retail formats right from Super Market, Hyper Market to Cash & Carry formats. It was also quite challenging to incorporate requirements specific to Pharmacy retail. Pharmacy has its own requirement with regards to statutory regulations and reporting specific to the industry"*

**Parasuram Reddy**

Project Manager

Enterprise Business Technologies

*"EBT's commitment and expertise made this collaboration one that will contribute to the development for companies like Vah Magna within the Indian retail industry. I know we can count on their support for other expanding markets that DVS is targeting and we look forward to seeing further strength and growth for Vah Magna, with support of this scalable application and dedicated support from EBT."*

**Rakhee Nagpal**

Managing Director

Dynamic Vertical Solutions



## 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

DVS is also the authorized Microsoft Dynamics Partner Development Center in India. All new partners of Dynamics from Aug 2007 in North, East and South (except AP), are recruited, trained also certified by DVS.

## Dynamic Vertical Software Pvt. Ltd.

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