



LS RETAIL

Customer Case Story

Sportland Ukraine

Sportland, the retail sporting goods network, decided to automate its business along with the opening of its first shops in Ukraine. Having chosen Microsoft Dynamics NAV with the LS Retail add-on as its ERP system and Innoware as its exclusive contractor, the company has achieved its desired goals and now can deploy a new shop in several hours by its own means.



The project

Sportland, the large Estonian retail sporting goods network has come to the Ukraine in 2006. While establishing its presence in Ukraine, Sportland management chose to implement the ERP system simultaneously with the launch of its first Ukrainian shops. Its final choice was Microsoft Dynamics NAV & LS Retail as its ERP system and Innoware (Microsoft Business Solutions Gold Certified Partner) as its contractor. Due to its uniqueness for the Ukraine (implementation of ERP system ALONG with the opening of the first shop) the project suffered from numerous challenges. Among them were limited resources both on contractor's and customer's side, as well as the lack of time of the customer's project coordinator and key users who had to contribute actively to the shop launches. All this slowed implementation a bit, but despite all obstacles the project was finished successfully. Today Sportland Ukraine can deploy a new shop in less than a day without having to rely on third-party IT professionals.

"Nowadays LS Retail is the essential success factor in the world of sports retail business. It's also worth noting that successful implementation and further operation of the system would have been impossible without the participation of the team of professional consultants. Innoware has provided this necessary component."

Anatoliy Derkachov, Director, Sportland Ukraine.

Advantages

- Flexibility of the system and simplicity
- Full integration with the stack of other Microsoft technologies
- Fast deployment of new retail shops by customer's own means
- Centralized purchases, pricing policy, goods transition
- Instant data exchange between the main office and shops

Products

Microsoft Dynamics NAV 4.0 and LS Retail v4.10

The solution

Sportland, the large Estonian retail sporting goods network came to the Ukraine in 2006. Most Sportland shops in other countries were already using Microsoft Dynamics NAV as its corporate ERP standard, so the management of Sportland decided to implement the system from the very beginning of the development of its business in the Ukraine. The only thing it had to choose was the contractor. The choice was made in favor of Innoware which has offered to extend the standard functionality of NAV with LS Retail, the end-to-end retail solution. The project was really challenging because for the first time in the Ukraine the implementation had to be done right along with the opening of the initial shops. Due

to the efforts of Innoware specialists, the new ERP system has been successfully launched.

Now Sportland manages five shops in different regions of Ukraine and can deploy a new one in hours without any support from third-party IT professionals. According to its director, Anatoliy Derkachov, ERP systems can increase company's profits by 50%. The management is completely satisfied with the implementation results.

Future

In 2008 the Sportland system will be expanded with the new types of analytical reports along with corresponding staff training. This will help Sportland to effectively manage its growing retail network in the Ukraine, which is expected to exceed 30 stores by 2009.

The Company

Sportland is the international retail network of sporting goods with headquarters in Tallinn, Estonia. There are over 100 shops of Sportland in Estonia, Lithuania, Latvia, Russia, Ukraine, and Finland. In Sportland you can always find garments and shoes for professional sports as well as the latest collections from the leading worldwide sports brands. Among Sportland suppliers are Nike, Puma, Adidas, Reebok, Converse, Rossignol, Salomon, and so on. Sportland entered to the Ukrainian market in 2006. Its first shop was opened in Kyiv in December 2006. Now Sportland Ukraine operates five stores in Kyiv, Odesa, Uzhgorod, Kharkiv, and Poltava.





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About LS Retail

LS Retail is an end-to-end Retail and Hospitality solution, powered by Microsoft Dynamics NAV.

This integrated solution delivers the breadth and depth of functionality demanded by the busiest retailer without the need to build, manage and maintain multiple applications and interfaces. Its unique use of a single application to cover everything from the POS terminals, store systems, and all the functions that you would expect to find at head office sets LS Retail apart from other solutions in the market.

The setup can range from a single store with one POS to a complex, multistore environment that integrates with your overall business operation.

LS Retail NAV is built on Microsoft Dynamics NAV; therefore, the POS, back office and head office all use the same application. This makes it possible to track individual transactions from the POS to the General Ledger, which maximizes your business value. This also means that users have access to other parts of the Microsoft Dynamics NAV application, such as Finance, Customer Relationship Management (CRM), Warehousing and Service. A single platform model like this has many advantages. Users only have to learn to use one system. Administrators only have to manage one system. Complex system integration issues are a thing of the past.

Further information: www.LSRetail.com

About Innoware

Innoware is the Ukrainian consulting company majoring in modern management technologies implementation to enhance customer's business effectiveness. The company proposes:

- Implementation of enterprise resource planning systems (ERP) based on Microsoft products:
 - *Microsoft Dynamics AX (Axapta)*
 - *Microsoft Dynamics NAV (Navision)*
- Development and implementation of vertical solutions
- Setting administrative accounting for the enterprises
- Deployment and enhancement of enterprise-wide IT infrastructure

Since the moment of Innoware's foundation in 2001, the company has been strengthening its position in the market, constantly improving the methodology of project implementation, developing solutions for new industries, enhancing functional possibilities of proposed products for their effective usage by Ukrainian and foreign companies.

The main criteria for company's performance assessment are the achievement of initial goals set for the projects and their undoubted success. The best moral reward for the professionals involved in each separate project is the new business opportunities that the clients receive from collaboration with Innoware.

Innoware is a Microsoft Gold Certified Partner and LS Retail Partner, being the official representative and supplier of LS Retail in the Ukraine. Its offices are situated in the Ukraine, Russia, and Czech Republic. As for the end of 2007, the company serves about 70 clients from seven European countries.



Why Innoware?

In its activities Innoware invariably keeps to the world standards of professional consulting services delivery. The company specialists have developed the special unique methodology of ERP systems implementation – IW URM (Unique Reliable Methodology), due to which Innoware has managed to achieve the unbelievable level of projects success – over 98%. (To compare: the average level of ERP projects success in Western Europe is no more than 50%, and worldwide – 36%).

Among other company achievements are:

- 70 projects in 6 years
- 20 projects in 2007
- 75 highly qualified employees
- Clients in seven countries: Ukraine, Italy, Czech Republic, Cyprus, Belarus, Russia, and Kazakhstan
- Partners in 8 European countries: Austria, Denmark, Estonia, Italy, Latvia, Lithuania, Slovenia, Turkey
- Vendors in 4 countries: Germany, Iceland, Italy, USA
- Microsoft Gold Certified Partner
- Microsoft Partner of the Year in 2005-2007 in Ukraine
- Included in the list of the best Microsoft partners in Eastern Europe
- Over 50% overall Microsoft Dynamics customers in Ukraine

The extended functionality of LS Retail was used by Innoware consultants to set the import of item cards and incoming documents received from suppliers; mass and individual label printing with bar codes, inventory based on data collection terminals, bar code scanning for receipt & shipping, the creation of specialized reports (pricing history, sales by brands and categories, salesmen ratings) etc.

Today the project is complete. Nevertheless, Innoware continues to develop the solution according to customer's preferences, adding new tools and expanding analytical reporting binding it with Excel pivot tables. Now Sportland manages five shops in different regions of the Ukraine and can deploy a new one in hours without any support from third-party IT professionals.

