



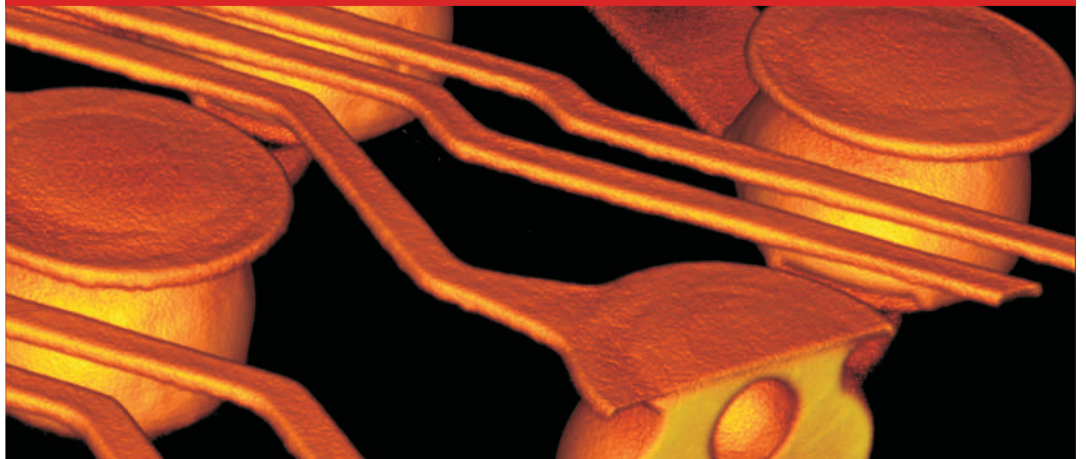
LS RETAIL



CASE STUDY

Digital Shoppy

# DIGITAL SHOPPY : CONSUMER ELECTRONICS RETAIL GIANT STREAMLINES ITS BUSINESS PROCESSES WITH THE IMPLEMENTATION OF LS RETAIL



LS Retail transforms the functioning of business at Digital Shoppy. An expanding business, Digital Shoppy was faced with the problem of managing increasing numbers of stores without a sound ERP implementation to control the business transactions. Deploying LS Retail has done away with the confusion of amalgamating functions of all stores and has helped in the consolidation of all data.

TECTURA®



**Microsoft**  
GOLD CERTIFIED  
Partner

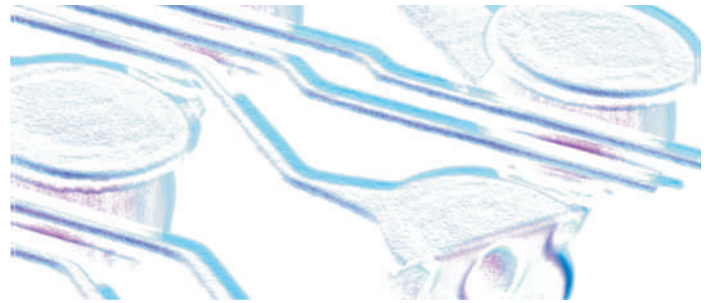
[www.dynamicverticals.com](http://www.dynamicverticals.com)

## The Client

Digital Shoppo is India's fastest growing Consumer Electronics, Home appliances, Computers and Communication devices retail chain, spread across 33 centres in Andhra Pradesh, Karnataka and Tamil Nadu. Established in the year 1998, Digitalshoppo is owned by Pratyankara Electronics Pvt. Ltd, the brain child of Mr. A. Mahesh Raju.

Digitalshoppo presents the consumers with widest range of National and International brands of Consumer Electronics, Home appliances, Computers and Communication devices. Some of the major leading brands it deals in are – Acer, Black and Decker, BPL, Canon, Godrej, HCL, HP, IFB, Lenovo, LG, Motorola, Murphy Richards, Nokia, Onida, Panasonic, Philips, Preethi, Samsung, Sansui, Sharp, Sony, Toshiba, Usha, Videocon, Whirlpool, Xerox.

Digital Shoppo is focused on creating an unparalleled customer experience driven by passion, honesty and dependability. Digital Shoppo helps customers have fun while they explore electronics in depth. Specific zones for mobiles, gaming, digital imaging, office electronics and domestic gadgets make the shopping experience quick, lively and convenient. A full service backup for after sales reinforces total commitment to 100% customer satisfaction.



## Why the LS Retail Journey

With the growing number of stores in a short period of time Digital Shoppo, found it extremely challenging to manage stores individually with out the support of an ERP solution. This instigated. Pratyankara Electronics Pvt. Ltd., to implement an international solution that has been implemented internationally and would be capable of handling more locations with minimum investment. The immediate requirement was to integrate the POS billing with the back -end ERP.

## The Challenge

- **Data replication and consolidation, in an environment where stores are geographically spread across India**
- **Database management for each store & HO with the increasing number of stores**

## Results in Brief

Digital Shoppo set-up ranged from a single store with one POS to a complex, multistore environment and needed LS Retail NAV to integrate with 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 maximized business value and efficiency for Digital Shoppo stores

- **Cost reduction, Savings, Increase in product performance, Targets vs. Achievements, increase in ROI to both the customer and his clients etc.**
- **Increase in Customer Satisfaction, etc (To both the customer and his clients), usable for CRM & Analysis purposes.**

"Since we needed the implementation to be done in a very short span of time, we chose DVS and Tectura as implementation partners. They provided us with the right technical and functional consultancy, knowledge of application and their experience in Retail implementation helped Digital Shoppo have a smooth implementation process. The consultancy and knowledge of industry domain was what we were looking for apart from an internationally proven solution."

**A. Mahesh Raju**  
Director  
Digital Shoppo

"We analyzed many ERPs in the market, keeping in mind the cost estimates for implementation and customization, and settled with LS Retail, finding it appropriate to our industry. LS Retail has made it easier to synchronize data between Head Office & stores, through the implementation of Replication Scheduler and Data Director .Most of the POS (Point of sale) features proved to be a straight fit with Digital Shoppys requirement".

**N.V. Ramakrishna**  
IT Manager  
Digital Shoppys

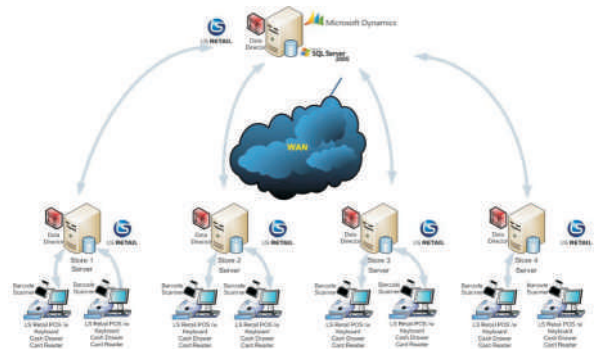
## Approach & Unique Features

"We wanted to keep our business processes simple and well defined and wanted to utilize the software in an effective manner. Therefore, customizations were minimized at all levels. Moreover best practices of Retail business with respect to application of software were implemented." as stated by **Mr. N.V. Ramakrishna – IT Manager, Digital Shoppys**.

- LS Retail has POS billing which is integrated internally with MS Dynamics NAV (ERP).
- Less customization is required. All required functionalities (like discounts customer price groups, item price groups etc.) for Retail industry are available in LS retail.
- LS Retail caters to the need of Data Consolidation with Replication Technology in the central server. This implies, all the transactions at the store can be replicated at Head Office and item prices, offers and Discounts and other functionalities can be controlled centrally.
- LS Retail is easy to train on. Training is very critical in retail scenario where there is lot of manpower
- Most importantly, LS Retail is suitable for Digital Shoppys, who is coming up with multiple chains of stores. Installation and Training needs to be fast to match up to the business goals of the organization.

## 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



### LS Retail NAV Localization Operate Globally, Act Locally

At DVS, we understand IT implementation in organizations is meant to improve the Return on Investment and to speed up the processes in terms of business as well as legal requirements and therefore, the software needs to suit the Indian business operating environment. Retail software needs to directly address the Indian laws so as to enable the users to meet the tax requirements of the business operations in an integrated manner along with the standard functionalities. Localized offerings cater to the statutory requirements like VAT, Sales tax etc which are imperative to operate in India DVS understands the typical needs of the Indian market in terms of localization needs and has localized LS Retail NAV. The following functionalities have been built into the POS system to address localization needs.

- Value Added Tax
- Sales Tax
- Service Tax

The offering is in alignment with the complete localization development done by Microsoft India in MBS Navision. Important aspects of localization development done at DVS are

- Validation of terminologies and phrases used
- Consistency in analysis, designing and development
- Testing of the local localization features
- Validation of the local localization features

## TECTURA®

Tectura, a Microsoft Gold Certified Partner, is a leading Microsoft Dynamics™ partner and global services company providing Microsoft-based ERP, CRM, and technology solutions to mid-market companies, larger enterprises and their divisions.

Tectura delivers exceptional and sustained value by providing software, consulting, and IT implementation services to clients worldwide.

*"Tectura is delighted to announce Digital Shoppo as the latest addition to our list of satisfied customer on LS Retail & Microsoft Dynamics NAV implementations. Digital Shoppo has seen significant benefits from our implementation because this has delivered the organization an accelerated margin, benefits and also saves significant manpower."*

**Sanjeev Dewan**  
Vice President – Sales

*"Tectura's commitment and expertise made this collaboration one that will contribute to the development for companies like Digital Shoppo 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 Digital Shoppo, with support of this scalable application and dedicated support from tectura."*

**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.

ASIA PACIFIC | EUROPE | MIDDLE EAST | AFRICA | USA

### INDIA

**Gurgaon:** Paras Twin Tower, Tower B, 5th Floor, Sec-54,  
DLF Golf Course Road, Haryana-122002  
Phone: +91-124-4581000  
Fax: +91-124-4581026

**Bangalore:** Level - 9, Raheja Towers MG Road, 560001  
Phone: +91-9910993984

### DUBAI

301, Alfa Building, Dubai Internet City,  
Dubai, U.A.E. PO Box 500810  
Phone : +971 (0) 4 363 0373-77  
Fax : +971 (0) 4 427 8680  
Mobile :+971 (0) 50 1422824

### USA

12 Roszel Road, Suite B-200,  
Princeton NJ 08540-6234  
Phone : +1(609) 452-9551  
Fax : +1(609) 452-0614

