CREATIVE BUSINESS SYSTEMS

Implemented a Dynamics NAV based solution to help a music retailer grow

Growth without extra cost

Increased productivity

Speed & accuracy

Increased profitability

The customer was able to improve quality of service, automate processes and save cost and time which served to improve profits.

INDUSTRY PROFILE

Independant retailers stock and sell a vast variety of items in their shops and on line. The catalogue items are typically in thousands of SKUs with multiple dimensions and may be sold in stores and also via their websites and third party on line resellers such as eBay and Amazon.

Our customer, a music retailer, like many retail businesses have grown from humble beginnings, and have expanded with demand. Often they face the challenge of stocking and storing huge amounts of products, so efficiency of managing stock is crucial. As more and more retail businesses are increasing their market reach by selling on line, being able to manage expanding teams, premises and ranges of products proves challenging, as existing processes and software can inhibit growth.

Sector: E-commerce
Solution: MIcrosoft Dynamics NAV
Spindle

BUSINESS CHALLENGE

Managing catalogues of thousands of items with accurate ordering and fulfillment is a key challenge facing many retailers. In addition, keeping track of all stock at each stage of the process needs to be managed effectively.

Typically sales transactions take place via stores, the business web site or via Amazon and E-Bay. There is a requirement to ensure all stock and orders are tracked and that the order process is streamlined and efficient to maintain smooth running and healthy growth of the business. Extending sales to an on line web shop requires linking product and stock figures to the web sites as well as the shop with the ability to collate all the sales orders information, payments, credits and trade ins.

Business owners face time challenges by the sheer breadth of responsiblities they face. Organic growth of a business can place even more challenges on time and the effectiveness of production. Day to day tasks such as managing inventory, re-ordering stock and processing invoices can prove very time consuming, causing retailers to be overwhelmed by information across multiple paper print outs and trying to manage their websites. At the point where volume exceeds capacity, there is no scope to grow the business further.

THE SOLUTION

The music retailer we worked with were using bespoke software which interfaced with a purchase ordering system and Quick Books - back end accounting software. CBS replaced Quick Books with Microsoft Dynamics NAV and redeveloped the interfaces with all data supplies so that all the basic item information and stock levels are controlled in Microsoft Dynamics NAV. All information is now fed from the single source business system which then enables automatic publishing to the web.

As a result, the team have benefited from improved visibility of transactions coming into the Microsoft Dynamics NAV business system which allows them to view and correct any problems without the need for technical assistance.

Additional benefits include:
- Improved visibility of stock levels across 30,000 items.
- Automated purchase planning of stock against minimum stock levels has reduced the time spent analysing requirements and create purchase orders from days per week literally to minutes. This means

significant actual man hours saved resulting in a quicker turn around of stock from supplier and out to customer.
- Purchase Orders are now created in Microsoft Dynamics Nav, automatically output to PDF documents and are then e-mailed directly to suppliers using Spindle, with no manual intervention.
- The new flexibile accounting and reporting tool enables executives to see the state of their business from one dashboard and make more informed decisions for their business faster.
- Integration between Dynamics NAV and Excel provides real-time visibility into business performance and saves an enormous amount of time previously wasted with manual processes to get to the information required.
- Customer experience was also improved with greater stock and order accuracy and ability to respond to customer enquiries faster.
- Being able to access and manage business information and processes whilst away from the office via mobile devices added to the overall improvements and efficiencies of the solution.

RESULTS AND BENEFITS

- **All orders to suppliers sent via email with one click of a button**
- **Re-order process reduced from 4 days to 2 minutes**
- **Turnover doubled in just one year with no cost of growth**
- **Increased stock accurac**

SOLUTION FOR E-COMMERCE

As a complete business management system, our industry-specific solution will create a unified, efficient and more profitable business environment to operate in.

This is achieved by centralising and automating all business data and processes so that the right people have access to the right information, as and when they need it.

My passion for running the business has been reignited! I have far less worries about how we'll manage day-to-day tasks and I have the time and insights to make better decisions. I see more of my family and although I am still busy, I am able to be far more proactive and strategic. You can't put a value on that".