TRIDENT
Creating Values

LS Retail

Case Study

ēthos
WATCH BOUTIQUES

ETHOS

SUCCESSFUL SELLING 50+ BRANDS OF LUXURY WATCHES

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THE CUSTOMER

With 35 watch boutiques across 10 indian cities, Ethos Watch Boutiques is India's largest chain of luxury watch boutiques. Ethos is an authorized retailer of over 50 Luxury watch brands such as Omega, Tag, Heuer, Rolex, Cartier, Brieting, Redo, and Logines Etc.

Ethos brings to India the joy of luxury watch shopping by setting India's largest chain of fine watch boutiques. In 2003 they started with the first Ethos watch boutique in sector 8 Chandigarh and by 2011 they have 26 watch boutiques across 11 Indian Cities.

THE NEED

With a strong customer focus, the company identified the need for a flexible business solution to integrate all its stores and processes. A strong emphasis was laid on enabling efficient management tools besides, the management also needed a real time access to critical information that could empower them to take informed decisions.

The company also had a well laid out expansion plan for which they required to robust application that can help scale up operations seamlessly and in a cost – effective manner.

THE CHALLENGES

To support effective and precise operations, the management sought a single solution with modules for sale, purchase, finance and inventory so that all retail operations could be managed centrally. As a customer driven company they were looking for a solution that could deliver faster and efficient customer service. They needed a comprehensive solution that could manage the ever increasing complex business scenarios with minimum staff and maximum efficiency.

THE SOLUTION

To have an edge on its competitors, Ethos looked for the most efficient retail solution available in the market and thus evaluated several products, However, after analysis the capabilities of each solution, the company short listed LS Retail NAV for their organization.

LS Retail NAV with flexible architecture and rich functionality helped them standardize process flows like internal location transfers, serialize items, back office control, inventory look up etc. the solution offered them the tools to manage Inventory, Sales, Billing customer service all under the single roof which was essential for their Pan India operations supplies.

"LS Retails on Microsoft Dynamics NAV helped us consolidate all our operations on a single platform without the need of developing disparate software for managing our multiple needs, streamlined workflows has reduced the complexity of transactions and helped induce efficiency across our resources."

The LS Retail NAV Experience

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

Results in Brief

LS Retail NAV had been implemented successfully at the store locations and has brought in significant process improvements through:-

- Centralized Inventory Management
- Scalability in operations
- Enhanced Customer Satisfaction
- Supply Chain Control
- Comprehensive Reporting
- Store Process Monitoring
- Advance Data Synchronisation

ABOUT TRIDENT

Trident is a global consulting firm that empowers organizations around the world to digitally transform and grow their businesses. Our expert consultants offer strategic consulting, implementation services, support and managed services and pre-built software solutions that help our clients innovate and reinvigorate customer, employee, partner and supplier experiences and processes using Microsoft Dynamics 365, ERP, CRM, Business Intelligence/Analytics and related Microsoft cloud solutions.

Trident enables Digital Transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights through an integrated set of disruptive technologies: big data analytics, internet of things, mobility, cloud, security, unified communications, etc.

Quick Facts

1999	Year of Establishment
250+	No. of Employees
300+	No. of Customers

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CRM
MS D365 Sales
MS D365 Marketing

ERP
MS D365 Operations
MS D365 Business Central
Microsoft Dynamics AX
Microsoft Dynamics NAV

Internet of Things (IoT)
Retail Supply Chain
Asset Management
Fleet Management
Energy Management

Audit & Risk Analysis
ACL GRC
ACL Exchange
ACL Analytics

Business Intelligence
MS Power BI
SPSS
Qlik Sense

Retail Applications
LS Retail
D365 Retail

DevOps
IBM
Microsoft
Dynatrace

Mobile Apps
Sales Force Automation
Service Team Automation
Customer Loyalty Management
Mobile Inventory Managment

Security
Application Security
End Point Security
Database Security

Trident's Vertical Focus

Retail   Hospitality   E-Commerce   Logistics   Manufacturing   Real Estate & Construction   Education

Recognitions and Awards

'Transformative 100' by ChannelWorld at the Premier 100 annual awards for 2016, 2017, 2018

Microsoft Dynamics President Club winner from Microsoft for Microsoft Dynamics Navision, Axapta & MSCRM, 2011

Gold Certified Partner for Microsoft Dynamics Navision, Axapta & MSCRM

Platinum Partnership with LS Retail supporting clients with more than 5000 POS.

Attainment of **Premier partnership** status with IBM, 2010

Most Innovative Partner of the Year award from IBM, 2009.

Strategic Alliances

Gold Microsoft Partner   LS Nav Platinum   Business Partner IBM   acl   Qlik Q