Case Study

Enhancing Retail Efficiency at Damas

Trident Provides LS Retail Support for Seamless Operations

damas

Industry: Luxury Retail & Jewelry

Location: UAE

Solution Implemented: LS Retail (LS NAV) – Ongoing Support

TRIDENT
Creating Values

ABOUT CUSTOMER

Damas is one of the most prestigious names in luxury jewelry and watch retail across the Middle East. Headquartered in the UAE, Damas has a rich legacy of craftsmanship, elegance, and customer trust. With dozens of retail locations, Damas needed dependable technological support to ensure consistent retail operations, superior customer service, and operational continuity across its network.

CHALLENGES

Despite their legacy of excellence, Damas faced several operational challenges:

- **Retail System Downtime** – Disruptions in the LS Retail system affected customer transactions and store operations.

- **Lack of Real-Time Technical Support** – Limited internal IT capacity to troubleshoot complex POS or back-office issues in real time.

- **Version Compatibility Issues** – Need to ensure that LS NAV remained aligned with software updates and system dependencies.

- **Inconsistent System Performance** – Required proactive maintenance to prevent slowdowns and transactional errors.

- **Limited Reporting Visibility** – Needed assistance in optimizing system reports for decision-making and store performance tracking.

SOLUTION IMPLEMENTED

Trident Provided Dedicated LS Retail Support Services Tailored to Damas's Needs:

- **LS NAV System Stabilization** – Conducted health checks, resolved system errors, and improved performance across modules.

- **24/7 Technical Support** – Enabled round-the-clock assistance to resolve store-level POS and backend disruptions promptly.

- **Upgrade & Patch Management** – Ensured smooth application of updates, patches, and fixes to keep the system secure and efficient.

- **Performance Optimization** – Tuned the system for faster transaction processing and reduced system lags.

- **Customized Reporting Support** – Helped enhance and automate reports for better store performance analysis and sales tracking.

- **Knowledge Transfer & IT Guidance** – Assisted internal teams in understanding system functions, reducing dependence on external support over time.

BENEFITS TO CUSTOMER

- **Reduced Downtime** across retail outlets with responsive technical support.

- **Enhanced System Reliability** ensuring uninterrupted customer transactions.

- **Improved Operational Efficiency** through smoother POS and backend system workflows.

- **Better Data-Driven Decisions** with optimized reporting tools.

- **Proactive Maintenance** preventing issues before they affect business continuity.

- **Empowered Internal Teams** with system knowledge and on-demand support.

CUSTOMER TESTIMONIAL

"Trident's LS NAV support has been a game-changer for Damas. Their team is proactive, skilled, and understands the dynamics of our retail environment. With their help, we've minimized disruptions and maximized system efficiency."

— IT Manager, Damas

TRIDENT INFORMATION SYSTEMS

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