

# Case Study

## Driving Retail Agility and Growth at Bais Retail

Trident Implements LS NAV to Streamline Multi-Store Operations and Customer Experience

B I A S  
RETAIL LLC

**Industry:** Retail (Fashion & Lifestyle)  
**Location:** UAE  
**Solution Implemented:** LS NAV – License, Implementation & Ongoing Support



### ABOUT CUSTOMER

Bais Retail is a dynamic and fast-growing retail chain in the UAE, offering fashion and lifestyle products to a diverse customer base. With multiple outlets and an expanding product range, Bais Retail is committed to delivering a seamless shopping experience and operational excellence

### CHALLENGES

**Bais Retail Faced Key Operational and Scalability Barriers:**

- **Disparate Systems** – Inventory, sales, finance, and POS were managed on disconnected platforms, creating inefficiencies.
- **Inventory Inaccuracies** – Real-time stock levels across outlets were unreliable, leading to overstocking and missed sales.
- **Manual Promotions & Pricing** – Store-specific discounts and pricing updates required manual interventions.
- **Lack of Real-Time Sales Data** – Management lacked immediate insights into daily sales trends and store performance.
- **Inconsistent Customer Experience** – Loyalty programs, receipts, and billing were not uniform across locations.
- **High Maintenance Overhead** – Legacy systems were complex to maintain and lacked vendor support for updates or issues.

### SOLUTION IMPLEMENTED

**Trident Delivered LS NAV ERP Implementation Tailored for Retail Agility:**

- **Centralized Retail Management System** – LS NAV unified POS, back-office, inventory, CRM, and finance across all outlets.
- **Real-Time Inventory Synchronization** – Enabled automatic updates across stores, warehouses, and the head office.
- **Automated Pricing & Promotions** – Simplified campaign setups, discount schemes, and seasonal offers centrally.
- **Sales Dashboards & Reports** – Introduced real-time analytics for faster and smarter decision-making.
- **Customer Loyalty Integration** – Deployed uniform loyalty programs, membership tracking, and personalized receipts.
- **Ongoing Support & Upgrades** – Provided dedicated support and timely system updates to ensure long-term performance.

### BENEFITS TO CUSTOMER

- **Integrated Retail Operations** improved workflow efficiency across all stores and departments.
- **Accurate Inventory Insights** minimized stock loss and improved order fulfillment rates.
- **Consistent Pricing Strategy** across outlets boosted customer trust and brand consistency.
- **Faster Decision-Making** through live reports on sales, performance, and product movement.
- **Improved Customer Engagement** via unified loyalty and billing systems across locations.
- **Reduced IT Complexity** with a fully supported, easy-to-maintain retail ERP infrastructure.
- **Real-Time Sales Visibility** allowed head office to monitor performance and respond quickly.
- **Streamlined Finance & POS Reconciliation** reduced human error and back-office workload.
- **Enhanced User Experience** with intuitive, role-based dashboards for store staff and management.

### CUSTOMER TESTIMONIAL



"With LS NAV implemented by Trident, we've gained end-to-end control over our retail operations. Inventory, promotions, and customer experience are now managed with precision and ease. Their team was professional, responsive, and made our transition smooth and future-ready."

— Retail Director, Bais Retail

### TRIDENT INFORMATION SYSTEMS



tridentinfo.com



info@tridentinfo.com