

## Transforming BESIDES Retail Operation with Dynamics 365 Business Central

*Enhancing retail efficiency and visibility with unified business management tailored for regional growth.*



**Industry:** Retail & Distribution  
**Location:** UAE  
**Solution Implemented:** Microsoft Dynamics 365 Business Central



### ABOUT CUSTOMER

BESIDE Group is the preferred regional partner for leading global fashion and lifestyle brands such as Diesel, Fred Perry, Pinko, Scotch & Soda, Puma, Geox, Longchamp, and Aape. With a dual focus on retail and distribution, BESIDE operates directly in seven countries and supplies partners across 11 Middle Eastern markets. The group is known for delivering tailored brand experiences while efficiently managing complex supply chain operations at scale.

### CHALLENGES

BESIDE Group faced operational inefficiencies and limited business insight across their multi-country retail and distribution networks.

- Persistent inventory issues leading to overstocking and stockouts.
- Manual processes that increased errors and slowed down operations.
- Inaccurate sales forecasting disrupting supply chain and demand planning.
- Limited access to data on customer preferences and buying behaviors.
- Disconnected sales channels causing inconsistent customer experiences.
- Complex pricing and promotions difficult to manage across regions.
- Limited visibility into KPIs and business performance for strategic decisions.

### SOLUTION IMPLEMENTED

Trident deployed **Microsoft Dynamics 365 Business Central** across BESIDE Group's retail and distribution landscape.

- **Automated Inventory Management:** Digitized stock tracking and replenishment to maintain optimal inventory levels.
- **Streamlined Workflows:** Eliminated manual processes with integrated digital workflows across departments.
- **Sales Forecasting & Demand Planning:** Deployed forecasting tools for better purchasing, stocking, and supply chain alignment.
- **Customer Intelligence:** Centralized customer data to provide actionable insights for tailored engagement.
- **Promotion & Pricing Management:** Simplified the setup and execution of multi-region pricing structures and promotional campaigns.

### BENEFITS TO CUSTOMER

- **Accurate Inventory Control:** Reduced overstock and stockout scenarios, improving product availability and working capital efficiency.
- **Enhanced Operational Efficiency:** Automated processes led to faster execution and fewer human errors.
- **Improved Demand Forecasting:** Increased forecasting accuracy contributed to optimized supply chain management.
- **Actionable Customer Insights:** Enabled personalized marketing strategies and deeper customer engagement.
- **Unified Business View:** Leadership gained access to real-time performance data, aiding faster and more informed decision-making.

### CUSTOMER TESTIMONIAL



"Implementing Microsoft Dynamics 365 with Trident has streamlined our operations and improved visibility across all markets. We've gained control over inventory, enhanced our customer experience, and can now make smarter, faster decisions."

— Chief Operating Officer, BESIDE Group

### TRIDENT INFORMATION SYSTEMS



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