

Transforming Retail Operations with LS NAV & Trident

Classy YM modernizes operations with Trident's unified retail solution

Industry: Retail Fashion & Lifestyle
Location: UAE
Solution Implemented: LS NAV BREP Support



ABOUT CUSTOMER

Classy YM is a premium fashion and lifestyle brand based in the UAE, offering a curated selection of contemporary clothing and accessories. With a rapidly growing customer base across physical stores and online platforms, Classy YM is focused on delivering consistent and elevated shopping experiences.

CHALLENGES

As Classy YM expanded operations, several key obstacles began affecting efficiency, accuracy, and customer service:

- **Disconnected Systems** – Sales, inventory, and finance were running on separate platforms, causing data silos and communication gaps.
- **Lack of Omni-channel Visibility** – Difficulty in aligning online and offline inventory and pricing disrupted the customer journey.
- **Inventory Imbalance** – Inconsistent stock levels across stores led to stockouts in high-demand locations and excess in others.
- **Manual and Time-Consuming Reporting** – Reliance on manual data entry for reporting created delays and increased the risk of errors.
- **Scalability Issues** – Existing IT infrastructure couldn't keep pace with growing operations and store expansion plans.
- **Weak Technical Support** – Frequent system downtimes and slow issue resolution due to limited internal IT resources.

SOLUTION IMPLEMENTED

Trident provide **LS NAV BREP Support**, a comprehensive, Microsoft Dynamics-based retail solution, to unify Classy YM's retail operations across all channels and stores.

- **Integrated Retail Management** – Unified POS, inventory, finance, and CRM under one centralized platform.
- **Omni-channel Synchronization** – Seamlessly connected online and physical store operations for a consistent customer experience.
- **Real-Time Inventory Control** – Enabled automated replenishment, accurate stock movement tracking, and reduced wastage.
- **Custom Reporting Dashboards** – Provided real-time insights into sales performance, stock status, and customer behavior.
- **Scalable Architecture** – Designed to accommodate future growth, additional outlets, and new digital channels.
- **Ongoing BREP Support** – Trident ensured smooth operations through proactive maintenance, updates, and 24/7 technical assistance.

BENEFITS TO CUSTOMER

- **Higher Efficiency Across Departments** – Automated processes reduced manual effort and errors, saving time across operations.
- **Improved Inventory Accuracy** – Real-time tracking helped maintain optimal stock levels and avoid lost sales.
- **Enhanced Customer Satisfaction** – Unified systems enabled quicker billing, product availability, and consistent pricing across channels.
- **Faster, Data-Driven Decisions** – Managers now access accurate reports and dashboards to drive business strategy.
- **Lower Operational Costs** – Centralized platform reduced IT overhead and dependence on multiple tools or vendors.
- **Business Scalability** – The new system supports rapid expansion and integration of new stores or sales platforms.

CUSTOMER TESTIMONIAL

“Partnering with Trident and implementing LS NAV transformed how we operate. Our inventory, sales, and customer data now talk to each other in real time, enabling smarter decisions and a far better shopping experience. Trident's ongoing support has been crucial in maintaining this momentum and scaling our business.”

— Operations Manager, Classy YM

TRIDENT INFORMATION SYSTEMS



tridentinfo.com



info@tridentinfo.com