

Case Study

Driving Operational Excellence at Ginza

Trident Implements LS NAV ERP to Power Retail Growth and Efficiency



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

ABOUT CUSTOMER

Ginza is a premium retail brand based in the UAE, known for its curated selection of high-end fashion, lifestyle products, and accessories. With a commitment to luxury, quality, and customer satisfaction, Ginza has established itself as a trusted name among style-conscious consumers.

CHALLENGES

- Ginza faced several operational and technology-related hurdles as it expanded:**
- **Outdated Legacy Systems** – Unable to keep up with modern retail demands, causing inefficiencies and slow service.
 - **Inventory Tracking Difficulties** – Hard to monitor stock across multiple locations, leading to imbalances and missed sales opportunities.
 - **Manual Processes** – Procurement and sales relied on manual work, causing errors, delays, and inconsistent data.
 - **Lack of Integration** – Disconnected back office and POS systems limited visibility and responsiveness.
 - **Limited Real-Time Insights** – Leadership lacked timely data for strategic decision-making, resulting in slower and riskier choices.
 - **Scalability Issues** – The existing systems lacked the flexibility to support rapid store expansion and multi-location operations.

SOLUTION IMPLEMENTED

- Trident partnered with Ginza to implement a robust LS NAV ERP solution customized to retail industry needs. The deployment covered every core area of Ginza's business:**
- **LS NAV ERP Deployment** – Integrated finance, inventory, sales, purchasing, and retail operations into one centralized platform to create consistency and efficiency.
 - **Advanced Inventory Management** – Real-time tracking of stock levels across all outlets helped avoid overstocking, reduce carrying costs, and ensure timely replenishment.
 - **POS Integration** – Connected all store-level POS systems with the central ERP, enabling synchronized pricing, promotions, and customer transactions.
 - **Procurement Automation** – Streamlined vendor management and purchasing processes with automated requisitions, approval workflows, and stock-based reorder triggers.
 - **Real-Time Analytics** – Delivered role-specific dashboards for management, finance, and store staff, offering immediate access to KPIs and operational insights.

BENEFITS TO CUSTOMER

- **Consistent Operations** – Integrated systems ensured uniformity across multiple locations.
- **Faster, Informed Decisions** – Real-time inventory and financial data improved management's ability to respond quickly.
- **Reduced Manual Workload** – Automation minimized errors and freed staff to focus more on customer engagement.
- **Enhanced Customer Experience** – Improved product availability, quicker billing, and personalized service boosted satisfaction.
- **Scalable Digital Backbone** – The new ERP system supports Ginza's long-term growth and expansion plans.
- **Improved Decision-Making** – Centralized dashboards and real-time analytics empowered leadership to make proactive, data-driven decisions.

CUSTOMER TESTIMONIAL



"Trident's LS NAV solution has transformed how we manage our retail operations. From better inventory control to faster customer service, everything has improved. Their team was professional, responsive, and truly understood our needs. This partnership has laid a strong foundation for our future growth."

— Operations Manager, Ginza

TRIDENT INFORMATION SYSTEMS



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