

# Case Study

## Driving Retail Transformation at Kanoo Elite

Trident Implements LS Central License to Equip Kanoo Elite for Agile, Omnichannel Retail Operations



**Industry:** Retail & Luxury Goods

**Location:** Kingdom of Saudi Arabia

**Solution Implemented:** LS Central – License



### ABOUT CUSTOMER

Kanoo Elite is a forward-looking retail and services brand under the Kanoo Group umbrella in KSA, offering a curated portfolio of premium products and exclusive experiences. With evolving consumer expectations and an increasingly competitive landscape, Kanoo Elite needed to modernize its retail platform to match the speed and sophistication of global players.

### CHALLENGES

#### Kanoo Elite Faced New-Age Retail Disruptions Requiring Digital Modernization

- **Disconnected Retail Systems** – Fragmented POS and back-office tools led to data inconsistencies and inefficiencies.
- **Limited Real-Time Insights** – Inability to access live sales, stock, and customer data hampered decision-making.
- **Manual Campaign Execution** – Promotions and loyalty programs required time-consuming manual setup.
- **Slow Response to Market Trends** – Lack of agility in launching or adjusting offers delayed go-to-market.
- **Inconsistent Customer Experience** – Variations across channels weakened brand perception and service quality.
- **Scalability Roadblocks** – Existing systems lacked the flexibility to support expansion across locations or channels.

### SOLUTION IMPLEMENTED

#### Trident Delivered LS Central Licensing to Establish a Unified Retail Foundation

- **LS Central Platform Licensing** – Enabled centralization of POS, inventory, CRM, and reporting under a single system.
- **Live Data Synchronization** – Equipped leadership with real-time access to sales, stock, and store performance dashboards.
- **Campaign & Loyalty Program Tools** – Activated dynamic pricing, targeted offers, and integrated customer reward systems.
- **Omnichannel Experience Enabler** – Provided tools to unify e-commerce and physical store operations.
- **User Role Customization** – Configured access and views tailored to finance, sales, warehouse, and management teams.
- **Scalable Architecture** – Positioned Kanoo Elite for expansion with cloud-enabled, modular technology.

### BENEFITS TO CUSTOMER

- **Centralized Retail Control** improved operational efficiency and eliminated system silos.
- **Real-Time Visibility** enabled faster, insight-driven business decisions.
- **Enhanced Customer Loyalty** through personalized promotions and consistent omnichannel experiences.
- **Faster Rollout of Campaigns** with flexible tools for offers, pricing, and season-based promotions.
- **Improved Brand Consistency** across digital and in-store customer journeys.
- **Future-Ready Retail Stack** empowered the business to scale confidently in a competitive market.

### CUSTOMER TESTIMONIAL



"With Trident's LS Central licensing support, we've unified our retail systems and gained real-time visibility that's critical in today's fast-moving retail world. This upgrade has transformed our agility and how we connect with our premium customers."

– Retail Operations Head, Kanoo Elite

### TRIDENT INFORMATION SYSTEMS



tridentinfo.com



info@tridentinfo.com