

Case Study



Optimizing Ethnic Menswear Retail with Microsoft Dynamics 365 and 24/7 Support

Revolutionizing ethnic menswear with smart solutions



Industry: Premium Ethnic Menswear
Location: India
Solution Implemented: Microsoft Dynamics 365 (D365) Support and Optimization



ABOUT CUSTOMER

Tasva is a premium ethnic menswear brand, a joint venture between Aditya Birla Fashion & Retail Limited (ABFRL) and renowned designer Tarun Tahiliani. Tasva is redefining the ethnic wear market by offering modern yet traditional designs with exceptional attention to detail. With an expanding presence across India, Tasva sought to ensure their Dynamics 365 system was well-supported to maintain seamless operations across their growing retail footprint.

CHALLENGES

Tasva faced significant challenges that impacted their day-to-day operations, particularly in terms of system reliability, operational efficiency, and inventory management:

- **Frequent System Downtimes:** Unplanned system downtimes disrupted store operations, leading to delays in sales and customer service.
- **Inadequate ERP Support:** Lack of real-time support for resolving Dynamics 365 ERP-related issues slowed down problem resolution, causing delays in decision-making.
- **Inventory Management Issues:** Difficulty in efficiently managing inventory across multiple outlets led to inconsistent stock levels, overstocking, and stockouts.
- **Limited Customization Capabilities:** The system lacked the flexibility to quickly adapt to evolving business requirements, impacting business agility.
- **Training Challenges:** Store staff faced difficulties in adapting to system updates, and there was a lack of consistent training programs.

SOLUTION IMPLEMENTED

Trident provide solution and optimization plan for **Microsoft Dynamics 365** to address the challenges Tasva was facing, enabling smoother operations and more efficient retail management.

- 24x7 support with SLA-driven ticket resolution
- Dedicated support team with functional and technical consultants
- Health checks and performance optimization of D365 F&O
- Change request and customization support
- Periodic training and knowledge transfer to internal teams
- Centralized issue tracking and governance via ITSM tools
- Advisory on upgrade paths and environment management

BENEFITS TO CUSTOMER

- **Reduced Downtime:** System downtimes were minimized, ensuring uninterrupted store operations and improving customer service.
- **Faster Problem Resolution:** Real-time support enabled quicker resolution of ERP-related issues, leading to improved operational efficiency and less disruption.
- **Improved Inventory Accuracy:** Enhanced inventory management reduced stock-related issues, such as overstocking and stockouts, enabling better stock visibility.
- **Tailored System Customization:** Custom enhancements optimized the D365 platform, aligning it with Tasva's specific business needs and increasing system usability.



CUSTOMER TESTIMONIAL



“Trident’s comprehensive support for our Microsoft Dynamics 365 system has been invaluable. With their 24/7 assistance and tailored solutions, we’ve greatly improved our inventory management, system performance, and overall store operations. Thanks to Trident, we can now focus on delivering the best retail experience to our customers without worrying about technical disruptions.”

— Head of Retail Operations, Tasva

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