



CASE
STUDY

**World's Largest Bedding
Provider Achieves
Seamless Multi-location
Retail Operation**

CUSTOMER PROFILE

The company is the world's largest bedding provider. The company develops, manufactures and markets mattresses, adjustable bases, pillows and other sleep and relaxation products which it sells globally in approximately 100 countries.

The company is headquartered in Lexington, Kentucky and its brand portfolio includes many of the most highly recognized brands in the industry.

The Company sells its products through three distribution channels in each operating business segment: Retail, which consists of furniture and bedding retailers, department stores, specialty retailers and warehouse clubs; Direct, which consists of electronic commerce (e-commerce) platform, Company-owned stores and call center, and other, which includes third party distributors, hospitality and healthcare customers.

BUSINESS CHALLENGE

The company had large growth plans and strategies to invest in infrastructure and applications that would support global business growth and bring all the Sales Subsidiaries on same platform. They wanted to create a Retail Headquarter with 3 Physical stores with Point of Sale terminals.

The company identified several challenges including disparate systems that threatened to dampen the customer experience and diminish its operational efficiency, workforce productivity and sales. They wanted a system which could together handle Head Office and various Stores and Point of sale integrations for related transactions. So, the decision was made to implement the ERP system along with its Retail component.

The company evaluated new features available in Microsoft Dynamics AX 2012 and taking various factors into consideration like business growth, growing complexity, multiple channels, direct business and distribution business that would grow with the business. The company selected Microsoft Dynamics AX 2012 based on the functionality it offered along with lower implementation cost and shorter time for implementation.

As the company already had Microsoft Dynamics AX (previous version) implemented so the users had an experience of working on Microsoft Dynamics AX. Hence the implementation was beneficial for the users. This was a replication project.

The company was looking for partner who would cover all aspects of the Enterprise IT functions across ERP, Retail, EDI, CRM, BI, Integration and Global Service desk. Hence NDS Global was selected as the implementation partner.



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SOLUTION

The current business condition was analysed and evaluation was done on the flexibility of the system and the identification of gaps. The ability of the ERP system to integrate with third party applications along with ease of use from a user perspective in terms of the user interface was also considered and the workflows that were built into the various systems were designed accordingly. The business was looking to enhance the user experience at lower implementation cost.

After conducting a detailed fit-gap analysis by the internal IT team of client in collaboration with NDS, the Scope of Work was finalized and the project was agreed and signed off.

NDS used the Sure Step Methodology for achieving quick and efficient implementation. The scope of the implementation included:

- Master Data Management
- Configuration of
 - 1) AP, AR, GL, Bank, Inventory Costing
 - 2) Procurement
 - 3) Inventory & Warehousing
 - 4) Sales & Distribution
 - 5) Human Resources
 - 6) Organization & Systems Administration

AX RETAIL:

MS Dynamics AX Retail Headquarter Scope:

- Store Operations management
- Configuration of - Retail Store, Point of Sales Terminals, User/role specific Point of Sales User interface designing, Store Specific receipt designing, Human Resources – Manager/Sales Associate/Worker Management.
- Product Management (Product Categories/Hierarchy , Trade Agreements, Barcodes, Shelf labels)
- Assortment & Catalogue Management
- Pricing & Discounts
- Order Management
- Loyalty Programs
- Gift Cards
- Info Code management for various scenario such as Item return, discounts etc.
- Inventory Management & Postings
- Financial Postings of Sales
- Retail Sales inquiry
- Store replenishment through Purchase order, cross docking, buyer's push
- Standard HQ Reports

MS Dynamics AX Retail Point of Sale Scope

- Day Start & End operations e.g. Opening/Closing tender declarations, operating in shifts etc.
- Cash & Carry Sales
- Sales orders with customer pickup or delivery
- Customer Management
- Returns management with Store Credit
- Various payment methods i.e. Cash, Debit/Credit Cards, Gift & Loyalty cards etc.
- Manager/Cashier specific POS user interfaces with Roles specific security & privileges
- Inventory operations such as Stock counting, Purchase/Transfer order receiving
- Real time update of stock in hand across multiple stores
- POS reports such as Sales by hour, Top selling items etc.
- POS hardware integration for receipt printer, scanner.

SOLUTION

Numerous challenges were overcome during the project execution such as:

- Requirement Gathering and Mapping of data as per the business processes from the old version to the new ERP system
- Communication and collaboration based on stakeholder availability.
- Setting up of security features at user level.
- Streamlining of change management processes and approval workflows for document management.
- Communication with third party vendors for integration activities with their applications like Demandware, CRM, etc.
- Understanding and awareness to client team of new field data mapping for migration activities
- Automation of financial and associated business processes.
- NDS also analysed the usage and spread of the terminals to suggest on the Hardware requirement.

BENEFITS

After implementing the ERP system, the company gained various benefits like advanced features of inventory management, specific / dedicated modules like Product information management, Fixed Assets, Cash and Bank management, Travel & Expense , Budgeting etc. for various departments with enhanced features helping create a better user experience, transparency & security with respect to process, approvals etc., improved list of standard reports useful in various analysis and business communication for the customer and the ability to strategize more effectively.

- The comprehensive financial analysis and reporting capabilities of Microsoft Dynamics AX, the company gained a consolidated overview of data that enabled them to more effectively evaluate the financial health of the organization.
- Full visibility of inventory helped business in understanding the ordering patterns and stock levels.
- Ability of business to report and streamline the management of forecasting and procurement of inventory.
- Automation of business processes & workflows that utilize the benefits of an ERP system across multiple Microsoft Dynamics AX modules.
- Increased user reach out, Reduced Man Hours etc. due to below benefits from upgrade to Microsoft Dynamics AX 2012
 - 1) Enhanced Security & limited access using Role based user interface which reduces time and increases swiftness in data handling process
 - 2) Master data management has helped the synchronisation through ERP between the subsidiary and parent company.
 - 3) Advanced financial dimension structure which enables, restricts and automates data flow which finally results in better reporting and analysis directly through ERP for business reducing the time consumed earlier in manual data filtering and analysis process that was done externally.
 - 4) Workflow engine has made the approval and data flow process quick and hassle-free which has resulted in reduced turnaround time and helped expedite the decisions based on data through system.
 - 5) Microsoft office add-in feature has helped to use the users Ms excel skills and upload huge data directly into the system reducing an enormous data entry and verification time when done manually.

TECHNOLOGY



ABOUT NDS GLOBAL

NDS Global, a trusted Microsoft Gold Partner, offers its customers consulting, implementation, development and support services on Enterprise, Cloud & Mobility for digital solutions.

NDS Global helps customers realize results in a digital world through business technology solutions, cloud and managed services that combine insight, innovation and expertise focused on Microsoft technologies.

Our solutions span across Microsoft Project Online, Microsoft CRM Online, Microsoft SharePoint Online, Office 365, Dynamics 365, Microsoft Dynamics AX, PowerBI & Azure.

Headquartered in the US since 1999, we are preferred partners to customers in USA and India. Our customers span across Consumer Goods, BFSI, Infrastructure, Manufacturing, IT/ITES, and Retail.

A strong team of 180+ Microsoft consultants have provided many a success stories to Enterprise & Small/Medium customers globally.



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