



LS RETAIL

Microsoft
GOLD CERTIFIED

Partner

Microsoft Business Solutions
Data Management Solutions
Networking Infrastructure Solutions

CASE STUDY

COFFEE WAY: MEETING BUSINESS CHALLENGES THROUGH AN END-TO-END SOLUTION



Company Profile

Coffee Way retail chain is managed by Coffee Connection S.A., which was established in 1994 by Mr. I.V. Benopoulos. The Company's purpose is to process and market coffee and related products.

Today, Coffee Way stores represent the biggest Greek retail chain of roasted coffee in our country (3rd ranked in Greece). This fact makes Coffee Way an important and strong 'player' in the area of Private Label coffee.

Also, the group includes the strongest retail chain with 76 stores in total and a geographical coverage that exceeds 75% all over Greece. These stores include the network of modern Coffee Way shops with locations all over Greece, having a leading position in the market, as well as the chain of the traditional Brazita coffee shops.

Furthermore, the group manages a modern café chain, **Street Café**, as well as **Via Espresso**, the first specialized store in selling espresso machines.



Business Need

The company's expansion with many retail stores all over Greece generated the need for a system that will manage and support all these points.

The first goal was the **speed increase & the improvement of the electronic communication between our stores and the headquarters**. As realized, every store is not simply one more user in the system, but an integrated environment with Hardware, Software, operation & security procedures. It is also remote from the rest system. If we consider that the store has direct contact with the customer, it should also provides a **reliable & user friendly system**. It should also has enough automated functions in order to ensure that the store personnel is engaged with the daily store operations & the customer and not with the support of the system.

The second goal was the creation of a such central software infrastructure that would include all the latest improvements of the tax rules & regulations but would also have incorporated future needs coverage capabilities. The above could not be covered from older generation software which had limited capabilities.

On the other hand, **innovations, changes in the strategy & the management** inside a company are obvious demands.

Thus, our new system should be so flexible so as to follow up the new business changes.

Moreover, we considered that the **information collected** is useful only when it can be distributed **clearly & easily** to those that needs it. For this reason, we designed an MIS mechanism.

Finally, the overall system that we had to design, should support an online communication between the headquarters and the stores: Thus the architecture designed collects effectively the information **from the stores to the headquarters** but also distributes it easily **from the headquarters to the stores**.

It should be a secure system supported by a reliable vendor.

'It is very important that your partner understands those crucial points of your business activity in such a way that all the critical issues are prevented.

Of course, this can be done only by that partner who has the experience in relevant projects.

SCICOM supported successfully all the processes of the project.'

**George Zouras
IT Manager
COFFEE CONNECTION ABBE**

Solution

After a market research we found out that the combination of **Microsoft Dynamics NAV for the Back Office & LS Retail for the stores**, with Data Director connecting them, was the solution that covered our design demands.

NAV delivered exactly what we needed and even more and on the other hand LS Retail was already a well-known & successful solution. Also, as it concerns the smooth communication between Front & Back Office, the use of Data Director provided a fast exchange of data.

Finally, our decision was strengthened by the fact that the solutions we selected are guaranteed by Microsoft.

Undoubtedly, the most difficult part of the implementation was the phase regarding the stores. The main reasons was the big geographic expansion and its consequences, (i.e. preparation, distribution & installation of the H/W, users' training) as well as the migration synchronization from one system to the other.

The company decided to make the migration in the beginning of October so as to be ready for the upcoming Christmas period.



Cooperation with SCICOM

The presence of SCICOM was determinative in the phase of implementation and gradually **became our basic partner**. The **high educational & professional level** of its consultants created all those conditions that are needed for the right progress of a project.

The maintenance of a system with big geographic expansion is undoubtedly very complex and costly procedure. However, the most important issue in the maintenance is not only the amount of money & the time that is spent but also the reliability & consistency of the partner that supports the system.

Today, **SCICOM** is the company which supports our system and we both have the same very good performance as in the implementation phase.

'We manage centrally all transactions of our stores in real time.'

George Zouras
IT Manager
COFFEE CONNECTION ABEE

Benefits / Advantages

After one year of smooth operation of the system, we can clearly mention the points in which it positively affected the operation of our company:

- The selection of **on line or off line communication** provides flexibility with regards to the way of information use. This results to the smooth cooperation between the departments.
- We can now provide **substantial & direct support** to our remote users.
- The **MIS** system provides direct & accurate information to the managers at the time they need it.
- The management receives on time & analytical information for the stores, the POS, the salesmen, the items, the sales, thus they can get feedback for the purchase behavior of the customer.
- The ease of use of the application resulted to the productivity increase.

Finally, we should refer to the diachronic value of the system since it can be easily customized as new demands arise during the year.

SCICOM A.E.

SCICOM, founded in 1981, provides integrated solutions for better Business Performance Management. Its solutions strengthen decision making by providing immediate access to detailed business data related to the company progress.

For more information regarding SCICOM's solutions & services, please contact 210 28.43.000 or visit www.scicom.gr

JULY 2008