

SUCCESS CASE



SYMINGTON

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A network of vineyards brought together with a unified solution

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Today, Symington Family Estates and individual members of the family own 27 vineyards (or 'quintas'), amounting to the largest vineyard ownership in the Douro. Over the years, the quality of their wines have been recognized at the biggest international competitions. Prestigious North American magazine, Wine Spectator listed two of Symington's wines in the top three of the top 100 world wines of 2014. Aside from the vineyards, the company also manages Cave stores, and organizes individual and group tours to the cellars, where customers can witness first-hand the process of production of the family's signature Ports.

ARQUICONSLT
Your success. Our solutions.



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NEEDING BETTER EFFICIENCY AND MORE INTEGRATION

With an increase in the number of stores operated by Symington brands and a steady rise in sales volume, it became critical for Symington to improve their operational efficiency. In particular, the company wanted to increase the level of integration between the stores' systems and the back office management system. The aim was to be able to manage all the locations – especially as regards inventory and pricing – centrally, from head office. Other key problems were:

- Lack of adequate master data of non-uniform items between stores;
- Lack of a comprehensive inventory overview;
- Trouble managing appointments and scheduling visits;
- Low level of integration with the central systems. Data syncing was done weekly, which was not often enough.

With the help of Arquiconsult, an LS Retail partner in Portugal, Symington chose LS Nav as their new retail solution.

"Among the various options we realized that Arquiconsult with LS Retail represented a unique pairing of knowledge of the retail sector and functional richness of the solution."

- Manuela Caldeira , Head of IT
Symington – Vinhos, SA

LS Nav: managing the whole business, end to end

Initially, Symington implemented LS Nav in three stores with ten POS (Point of Sale).

Symington immediately noticed rapid and great improvements in various parts of its business, as LS Nav rationalized and simplified the company's operations. The system's highlights, for Symington, included:

INTEGRATION WITH BACK OFFICE MANAGEMENT

LS Nav includes powerful back office functionalities, both for stores and for the head office. It gives the store manager total control of activities within the store and manages the replication of data between the POS terminals, back office, and head office at predetermined periods – or instantaneously for critical processes. With LS Nav, managerial decisions can be executed without delay. Master data, as well as all material movements, operational and fiscal data are all synchronized and integrated.

SIMPLER SALE OPERATIONS

Processes that used to generate problems and errors are now simple and safe, thanks to the system's powerful functionalities. Symington now daily manages, simply and accurately, operations including EFT integrated payments, barcode item entries with the option to validate in case of label changes, multiple discounts and live inventory check at different locations.

POWERFUL POS

LS Nav's back office now manages the whole process of scheduling, booking, and appointments. Aside from retail functions such as selling wines and Symington merchandizing, staff can also use the POS to manage a host of functions: from accessing the schedule overview of cellar tours, to booking visits, managing appointments, accessing customers' club membership details and printing tickets for wine tasting.

CENTRAL VIEW OF THE WHOLE BUSINESS

LS Nav allows an accurate monitoring of the stores' activities, both globally and in detail. Management can now analyze sales information, inventory, appointments, and commissions, generally and by location. This has given Symington a better understanding of each outlet's performance, providing them with critical information for better decision-making.

Considerable benefits with LS Nav

LS Nav has now been implemented into every Symington store. As a result, all locations can now enjoy the benefits of back office integration, and the management can control inventory and pricing centrally. All core processes, including booking appointments, scheduling groups and commission management, have been successfully automated, making the process faster, more accurate and less costly for Symington.

LS Nav clearly increased the operational efficiency of our stores, giving employees the time and opportunity to offer better customer service. With LS Nav we have the information we need at the right time, so we can take better decisions"

- Manuela Caldeira , Head of IT
Symington – Vinhos, SA

With LS Nav, Symington has gained control over its business, rationalized its processes and increased its bottom line. Powered by an effective end-to-end solution, Symington is now ready to bring its business to new levels.



About LS Retail

LS Retail is the leading provider of solutions "end-to-end" for the retail industry and hospitality based on Microsoft technology.

LS Retail is sold and supported by over 120 certified partners in 60 countries, which makes it possible to deploy LS Retail on a worldwide scale. LS Retail was implemented in more than 1,900 companies with 36,000 stores operating over 79,000 POS terminals throughout the world. Among the many satisfied customers, we have: Adidas, Kiddicare UK, Dublin Airport Authority (DAA), Dreams, Rivoli Group, Aswaaq, Popular Bookstores, Pizza Hut, IKEA, Hard Rock Café Germany, ABRL Group, Uninor, Gallo Retail Inc., Bouwmaat, Fun Belgium, Keria, THE One, Bodycare International, Marketing Investment Group (MIG) Poland, Best Denki, Eu Yang San, Sony Co. (Hong Kong), Baltika Group, Cili Pizza, Elie Saab, Super Selectos, Kitchen Stuff Plus, Agronomy, Wind Italy, Topps Tiles, DIAL (Delhi International Airport Limited), Kingdom of Dreams and many more.



About Arquiconsult

Arquiconsult is an information systems consulting company based on Microsoft technologies, formed by a consultant's team with great experience in such projects operating in Portugal. Most of the team started working in this area in 2000, when Navision A / S (later acquired by Microsoft) was established in Portugal. Arquiconsult has the best and most certified (more than 180 certifications) team working on Microsoft Dynamics in Portugal, with nearly 75 consultants in two locations, we provide project implementation services to more than 150 direct customers worldwide. 30% of our revenue is already accomplished in foreign projects.

Arquiconsult is the localizing partner for LS Retail since 2001 for the Portuguese, Spanish, African Portuguese Speaking Countries, and translation of the Spanish Speaking Countries, worldwide. Also Arquiconsult owns the localization for Dynamics AX for Portugal. Recognized capacity in Project Implementation: Our team has implemented some of the most complex Dynamics NAV systems in Portugal and abroad. The biggest Dynamics NAV implementation in Portugal, with 290 concurrent users, was implemented and is maintained by Arquiconsult.

