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gato preto

Founded in 1986 in Lisbon by Marina Reis Ramos e Mário Tendeiro, "Gato Preto" is dedicated to selling decorative products under the slogan "Free homes, happy owners".

LS Retail

In 1986, there was very little on offer in the way of objects for the house and almost nothing from Portugal, apart from stores aimed at tourists. The "Gato Preto" project began with the vision of publicising the beauty of handicrafts from all over the country.

The product had to respect two rules: be Portuguese and be handmade, i.e. non-industrial. Although the company was very successful, the concept proved to be too limited. The public's desires weren't limited to handmade products, so "Gato Preto" looked for other options and added furniture, lighting products, home textiles and decoration to its selection, including products from the four corners of the world.

During its expansion, the "Gato Preto" shop broadened its product range to include solutions for everyday life: kitchen and bathroom utensils, and in 1999 the company began designing its own products. Currently, a large proportion of the products on sale are designed exclusively by the company from paper to the final product – including the concept, design, choice of materials and textures – represented in various kitchen utensils, bathroom and complete collections of cushions, blankets, and curtains.

The company therefore completed a cycle, maintaining Portuguese creation and production of products worldwide. Every year, around 30 complete collections are launched, a considerable number of which are limited editions. Many of those collections have already received several awards as a result of the distinctive proposals they represent and are also the result of a long and close relationship with the public.

The company internationalised in 2002 and chose Spain as its starting point, responding to the affection and interest shown by customers who had visited the shops in Portugal. In 2011 the company had 71 shops in the Iberian Peninsula, in locations such as Rua de Sta. Catarina – Porto, Rua do Carmo – Lisbon, Calle Velazquez – Madrid, Mataró Parc – Barcelona, Centro Colombo, NorteShopping, Almada Forum, La Cañada - Marbella e AlgarveShopping.

Since April 2011, the company has been doing business in France.

"THE CAT WON'T STAY STILL"

Representing a concept that reflects an irreverent way of life and considering the popular saying that "The Cat won't sit still", "Gato Preto" moves towards a mix of styles and trends, presenting new products every week that provide original and diverse atmospheres.

LS RETAIL NAV AND MICROSOFT DYNAMICS NAV - COMPLETE INTEGRATION

"We're a long way from the typical retailer in the mass market," says Mário Tendeiro, owner of Gato Preto. "Our shops needed a scalable solution that could provide a backbone for the future. It was clear from the outset that we needed a solution with a single technology that would give us better access to more accurate information - and our main aim was that it should be simple to use."



"As Microsoft technology is at the core of the solution, it makes it very easy to use," says Mário Tendeiro. "Dynamics NAV is very important to us and LS Retail is an extension of that interface - it's very intuitive. We can't identify where NAV ends, and LS Retail NAV begins."

With a previous version of LS Retail still in several of its shops, "Gato Preto" decided to upgrade to the new version, LS Retail NAV 5.0, which made it possible to integrate the entire operation. The company worked together with Arquiconsult, a Microsoft Gold ERP competency Partner and LS Retail partner in Portugal and Spain, to implement the solution.

"The Arquiconsult team was very professional and understood our requirements perfectly."

LS Retail NAV is an end-to-end retail solution based on Microsoft Dynamics NAV. The differentiating ability of using a single application to cover all areas from POS terminals, shop systems, back office and head office meant that Gato Preto's systems integration problems would quickly become a thing of the past.

Rui Santos, Managing Director of Arquiconsult explains:

"LS Retail NAV provides the breadth and depth of functionality required by the company, without the need to build, manage and maintain multiple applications and interfaces. This solution offers improvements in the planning of management decisions, greater scalability and real-time performance reports."

"LS Retail offers a wide range of options when it comes to visualising and analysing sales data." "The sales history window gives us a long-term overview of sales data. It is based on recorded sales data and allows managers to visualise shop performance. We can see the performance of individual shops, or groups of shops, and analyse the effectiveness of specific promotions. In this sense, we can see the performance of individual product categories and product groups."

Says Mário Tendeiro.

A report on the distribution of sales by hours gives "Gato Preto" the possibility of seeing how its shops perform at various times of the day, with the option of visualising the distribution of sales based on POS terminals, total revenue, number of customers, number of products or average shopping basket. There are also a number of options in the report that can be used for printing and analysing online.

IMPROVED PRODUCTIVITY

By integrating the flow of data between the retail and accounting functions, Gato Preto has eliminated data errors and manual data processing.

"Since Microsoft Dynamics NAV and LS Retail NAV work under a single platform, there is only one version of the truth," says Mário Tendeiro. "At the moment there's only one data store, at head office, and we know it's accurate. We have much faster processes because the data flows seamlessly from one part of the company to another. Another benefit is that the head office now has full control over prices. We can now directly impose shop prices through the head office."

SOPHISTICATED REPORTING

Consolidating trading, invoicing, and ordering systems onto one homogeneous platform has given "Gato Preto" accurate data and the ability to produce sophisticated reports. As a result, the company can expand with the confidence of maintaining the same management efficiency and an overview of all shops in all countries.

Integration of human resources management through Arquiconsult:

The Microsoft Dynamics NAV solution - NAVHR - was the obvious choice for the human resources area, as it is tightly integrated with Microsoft Dynamics NAV, particularly with Accounting, Sales, and Receipts, Purchasing and Payments, Stocks and of course LS Retail.

Payroll in retail companies requires a flexible solution that encompasses sales volume, shifts, absenteeism and the recording of overtime. Given the wide geographical spread of the "Gato Preto" shops, several different agreements with different requirements had to be addressed.

Dynamics NAVHR was not only able to deal with these requirements in Portugal, but also in Spain (with different legal requirements), thus accompanying the expansion of "Gato Preto" and allowing the payroll for both countries (involving more than 1000 employees) to be carried out by just two people.

MAIN BENEFITS

- Comprehensive business intelligence functionalities;
- A powerful tool for head office to control the maintenance of common data in all shops, such as products, customers and supplier management;
- Flexibility of a single application, which means that most functionalities are available at shop level, head office level or both;
- The application can be configured according to specific requirements - minimising the need for expensive customised solutions;
- Easy to learn;
- Global solution.

ARQUICONSULT LOCATIONS

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