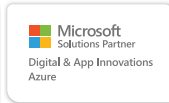
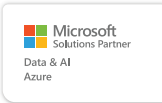


## SUCCESS CASES



Zilian, a new footwear store concept, simplifies its retail processes with LS Retail from Arquiconsult.

### ABOUT ZILIAN PORTUGAL

Zilian, a women's footwear concept developed by Group Mar, aims to become a sophisticated and innovative brand, offering a wide variety of modern design footwear at affordable prices. Zilian's collections are designed by the company's production team and produced in Portugal and Brazil.

In 2008, Group Mar achieved a long-standing goal by launching its own brand, Zilian. Zilian represents a new store concept in the national market - a space with an expressive variety of models, at affordable prices, with a linear display of products and large sales areas. In line with the desired innovation and sophistication, through a concept that is different from majority of footwear retailers, the 100% Portuguese brand has already begun the process of internationalization with the opening of its store in Madrid.

The brand promotes versatility and targets all types of women, but with a common cosmopolitan style; a trendsetter par excellence who know no limits. The brand provides freedom of choice, in a wide variety of exclusive models, with "Choice" being the Zilian's signature. The stores have their unique displays classified by size and colour, making it easier for customers to find exactly what they are looking for when they visit the store.

Group Mar is a Portuguese retail company that has been active in the fashion market since 1986. In 2007 its turnover totalled 23 million euros, an increase of 6,2% on the previous year. The group represents several retail brands in Portugal, including United Colors of Benetton, Sisley and Gente Miúda.

Group Mar is also the "master franchiser" in Portugal and Romania for the luggage retail brand "Segue" (belonging to Benetton). It's also responsible for distributing of Levi's, Benetton and Sisley accessories in Portugal.



### IN NEED FOR A GLOBAL RETAIL ERP SOLUTION

Before implementing LS Retail NAV, Zilian wasn't using any structured solution. The company was searching for a Global retail ERP solution that would suit its dynamic activity and be able to handle the financial, production and retail aspects of its business:

- Align strategies and operations;
- Provide immediate access to company information;
- Guarantee data integrity and reliability;
- User, form and report security;
- Ability to create reports;
- Scalability and adaptation to future internationalisation;
- Support for Group Mar's technological requirements;
- Support for its loyalty programme - Customer Card.

The company had no systematic procedures for managing a product or analysing a group of products, implementing and monitoring new promotions, checking the performance of each high-end and low-end product and promoting them correctly. With the launch of such a strong new brand, Zilian needed to raise the bar and obtain a versatile and stable retail solution that could provide it with the tools to devote itself completely to the customer.

LS Retail NAV is a flexible solution based on POS terminals, which can be configured according to customer requirements and maintains common data on the entire organisation. Since the POS terminals, Back Office and Head Office use the same application and functionalities, individual transactions can be followed directly from the company's headquarters.

### LS RETAIL FITS PERFECTLY

Zilian chose LS Retail, a solution specifically developed for the retail sector, based on Microsoft Dynamics NAV. The solution was customised by Arquiconsult to suit local legal and language requirements.

In addition to its improved franchisado management functionality, the system was customised to meet the specific needs of Portuguese retail, including mandatory SAFT-PT (Standard Audit File for Tax Purposes-Portuguese Version) tax certification.

The system allows for multiple data transfers between shops and head office and remains operational even in the event of an interruption in the connection between shops and head office.

## A SOLUTION FOR THE FUTURE

Zilian now has a management solution that controls processes from the shop to the head office and vice versa. The system stores sales information for analysis and reporting, and also tracks sales trends. What's more, it's easy to use, ensures good connectivity and consistent operating speed, is feature-rich, reliable and, above all, cost-efficient. With the support of this solution, the team is now more efficient and can quickly meet customer needs.

"LS Retail ensures reliable, real-time information on critical aspects of our business, such as comparing sales between shops, comparing sales according to time periods and analysing between different periods. In addition, it ensures total system and data integrity," says Sara Midões, Marketing Director of the Mar Group. "Arquiconsult provided us with excellent support and also ensured that local needs and modifications were met."

### ZILIAN'S CUSTOMER CARD - PERFECTLY MANAGED BY LS RETAIL

"With LS Retail NAV, we have a solution that allows us to develop our customer loyalty system successfully. And we can rely on all the data," says Sara Midões.

"Zilian can assess which customers are interested in specific models, certain colours, etc. We can easily measure various KPIs such as email averages, total customers, number of points, transactions, number of discount vouchers generated and used, customer segmentation such as potential revenue figures, products required and much more."

### MAIN BENEFITS:

- Complete end-to-end solution;
- Standardised interface throughout the application;
- Optimised inventory management;
- Automatic processes;
- Guaranteed customer satisfaction and loyalty through fast deliveries;
- Significantly improved transaction times;
- Integration with the "Zi Card" loyalty card;
- Elimination of manual processes;
- Data analysis for informed management decisions;
- Kiosks;
- Easy overview of KPI measures
- Substantial reduction in licence costs;
- Global solution - internationalisation facilities.

## ABOUT LS RETAIL

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

LS Retail is sold and supported by more than 120 certified partners in 60 countries, making it possible to implement LS Retail on a global scale worldwide.

LS Retail has been implemented in more than 1,900 companies, with 36,000 stores operating on 79,000 POS terminals worldwide. Among the many satisfied customers are: 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 Dynamics technologies, with offices in Barcelona, Bilbao, Lisbon, Luanda, Madrid, Oporto, Riyadh, Salamanca, Seville and Vila Real.

Composed by the largest and most experienced team of consultants, having already implemented some of the most complex Microsoft Dynamics Business Solutions and being frequently referred to international clients for their implementations in our country.

Arquiconsult is constantly innovating its offer and has several verticals available, for several activity sectors, which add value to Microsoft Dynamics 365. Microsoft Dynamics AX is a clear example that allows us to make available to Portuguese and international companies the best and most complete integrated Management solution.

### Some reference clients in the various sectors of activity:

- Polopique
- Dunlop Protective Footwear
- Teka Portugal
- Klaveness
- Farfetch
- Stericycle
- SAPA
- Gunnebo
- Tecnocabel

## LOCATIONS

BARCELONA | BILBAO | LISBON | LUANDA | MADRID  
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