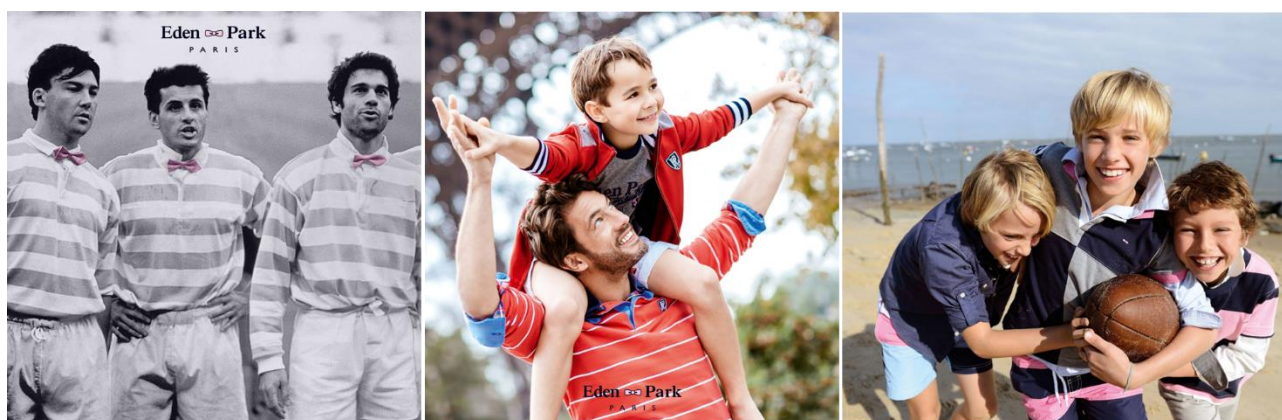


Eden Park boosts multichannel retail management



With Microsoft Dynamics AX for Retail, integration, control and effectiveness to better serve customers

Executive Summary

Client: Cinq Huitièmes SA –
Eden Park

Sector: **Upmarket
casualwear**

Location: **France and
worldwide**

Dimension:

- 300+ points of sale

Challenge: **effective
integration of the
multichannel retail network**

Solution: **Dynamics AX for
Retail, with set up,
integrations and reporting
carried out by DataFashion**

Results:

- Improved efficiency of the retail network
- More accurate and personalised customer service
- Support to business growth and retail transformation

Challenge

Eden Park is a French brand of upmarket casualwear, with more than 300 shops in over 35 countries. Originally inspired to the rugby style – the founders are ex-champions of this sport – the brand with the pink bow tie caters today also to women and kids, and offers accessories and a home line.

With a retail network constantly evolving and a composite organization including owned shops, franchisees, concessions and e-commerce, Eden Park wished to implement a software that could be easily adopted by all the points of sale, even not owned, to improve operational efficiency, better serve customers and support the dramatic transformation that retail is undergoing.

Solution

Eden Park chose Dynamics AX for Retail, supplied and implemented by DataFashion – vendor of the ERP and previous retail management solution – for the modern multi-channel, multi-company and multi-language platform, the functional richness and the speed of adoption.

Thanks to the multi-company feature, the company had the ability to implement all the different kinds of outlets on the same system, with information readily available in any point of the network, in accordance with the set user profiles and sharing rules.

Dynamics AX user-friendliness and functional richness facilitated the adoption by franchisees and concessions, which valued the ability to simplify internal procedures and to better serve customers. In fact, Dynamics allows to track customers' history and preferences and to quickly access it while making the sale, for a more informed and personalized service.

Dynamics AX was also integrated with a third party address verification system, to corrects invalid manual entries.

“We thank DataFashion for having helped us to put in place AX Retail in our stores in France. We now have an advanced system for the future, to support our digital transformation”

Frank Mesnel
Managing Director

Using Reporting Services, one of Dynamics AX standard tools, DataFashion created statistics and reports to be automatically distributed to the shops and quickly configured, and it defined personalized and easy-to-use inquiries to be used by the points of sale.

Thanks to the software scalability and to the standard functions that simplify the addition of new shops onto the system, enabling to replicate installations and updates on the points of sales through centrally managed operations, it was possible to plan the rollout in a flexible way, complying with the needs and schedules of the different geographic areas.

Through standard configuration features, an accurate user profiling was carried out, while standard data exchange tools made it easy to interface the retail system with the legacy ERP for economic transactions, price-lists, stock movements and warehouse valorisations.

Results

Eden Park has now a modern and unique retail platform for all its points of sales, with differentiated but easily replicable settings, which is centrally managed but provides operational benefits that are valued by the single shops.

Information and transactions on customers, products and movements can be accessed in real time all over the chain and through any device, enabling a more accurate, personalized and quick service and improving interactions with customers on all the channels.

Thanks to Dynamics AX technology and features, Eden Park has now an advanced and effective infrastructure that can support its network expansion and the radical changes that are transforming retail worldwide.

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