

Power Sales CASE STUDY



POWER SALES REDEFINES INFRASTRUCTURE AND STRATEGY WITH MARKET-LEADING TECHNOLOGY

At a glance:

- Radical re-imagining of an archaic retail system leveraging state-of-the-art technology
- Project was completed five months faster than deadline expectations
- Connectivity, SKU and stock visibility transformed
- Fraud and theft minimised with increased transparency

INTRODUCTION

Power Sales, a leading wholesale clothing retail chain in Zimbabwe, had to completely revamp its systems, strategies and infrastructure in 2019. A new management team wanted to use the opportunity to reshape the company's focus and optimise its system to ignite growth and build customer loyalty.

BUSINESS CASE

One of the key requirements of the new approach to technology and infrastructure was the implementation of a payment system capable of meeting new business requirements and evolving customer expectations across 25 branches in Zimbabwe, including the head office and satellite offices in more rural areas.

SOLUTION



The two organisations met to determine the correct technology investment and opted for LS Central, an enhanced inventory and forecasting tool that allows for on-premises or cloud deployment and rich customisation. The solution had to provide rich functionality that could scale with the company as it grew, and it had to overcome some serious connectivity challenges across South Africa and Zimbabwe. To resolve this, the team worked with a company called MaterCom that allows for the stores to connect using SIM cards.

LS Central is an innovative retail management solution that combines the power of Microsoft Dynamics 365 Business Central with LS Retail's retail-specific functionalities, providing a comprehensive and scalable solution for retailers.

The process started in December 2020 and had to be completed by March 2022 which meant the teams had to

run multiple tasks simultaneously to ensure all the systems could come together to provide the perfect end solution. "We brought the hardware on board, then we ran a parallel networking system to ensure that everything was working properly, then we added in the servers and the basic systems - this whole process took us until April 2021," says Chicksen. "During this period we had to upgrade the software and essentially build everything from scratch because the old system was so archaic."

Braintree undertook the majority of the work, ensuring that multiple teams had access to the right support and technology and that the millions of SKU codes were correctly loaded into the SKU bank on time for the first launch in August 2021. It was a mammoth task that required each SKU had been copied across, verified and implemented, but with extensive collaboration across both companies, it was completed on time.

BENEFITS

Since implementing LS Central, the company has seen multiple positive changes. The new system gives them visibility into stock levels, sales, and performance while also allowing for the creation of special offers, discounts, and vouchers. It also met one of the key criteria put forward by the team when the project started; it allows for the company to customise multiple facets of the business and improved visibility into theft and fraud.

Using technology that's at the forefront of innovation within the retail sector, Power Sales has radically transformed its

retail system, allowing them to now reduce fraud and theft, increase visibility, access real-time price and stock updates, improved connectivity between stores, and analyze data to improve customer engagement and service.

"Thanks to Braintree and LS Retail's innovative technology, we have been able to change pricing across all our stores within hours and recreate a business that is now thriving."
Elana Chicksen, Director at Power Sales

PRODUCT & SERVICES PROVIDED:	LS Central from LS Retail
ORGANISATION SIZE:	171 employees, 26 stores
INDUSTRY:	Retail Fashion Outlet
COUNTRY:	Zimbabwe
BUSINESS NEED:	Required a new POS and backend system to replace the outdated system.

For more information, visit us at braintree.co.za

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