Case Study

DEVYANI
INTERNATIONAL LIMITED

DEVYANI INTERNATIONAL

Achieving hospitality in totality through an internationally proven solution

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LS Hospitality gives an expanding Devyani International Ltd. an end to end integrated business application to overcome its operational challenges. LS helped Devyani streamlining the processes of their outlets, and focus on successfully expanding its network to other cities across India.

THE CLIENT

Founded in 1991, Devyani International Limited (DIL) is an associate company of RJ Corporation, a diversified conglomerate, which engages in beverages, fast foods, retail, real estate, healthcare, and education businesses in India, Nepal, and Sri Lanka.

Based in New Delhi, India, DIL is the food service arm of the group and is uniquely placed with a portfolio of 3 international brands in the quick service restaurant space. It is the Indian franchisee of global food retail chains Pizza Hut, KFC (both from Yum! Brands) and Costa Coffee (a coffee house company based in the UK).

With total employee strength of 3200 personnel, DIL owns and operates 70 Pizza Hut outlets, 11 KFC restaurants and 49 Costa Coffee stores.

DIL has also inked a joint venture with GMR Group, to set up multiple food retail outlets at the Delhi Domestic and International Airport. Its first food court is already operational at the Domestic Airport, Delhi, under the banner 'Food Street'. The company has recently ventured into the Institutional Catering business as well.

CHALLANGES

The growth of the company was not backed up by an efficient system. Old legacy POS systems were being used for billing sales, which did not consolidate the data. Excel sheets were used for compiling sales data of all locations. In the absence of an automated environment, all outlets acted as separate entities. Carrying out critical functions including communication, compilation and replication of data among all outlets and the head office was an impossible task.

Manual collection of data from each location & its transportation to the head office for consolidation every month led to:

- ☑ Excessive time consumption
- ☑ Extra man power

The lack of an integrated system, called for manual installation of promotional schemes at each outlet separately. The inadequate system furthermore prevented product analysis.

Aware that the disparate, standalone systems could no longer meet its business requirements, DIL decided to update its infrastructure and processes to support the continual growth process. The company sought a solution to take care of best practices and Data consolidations at the head office, handle billing of all stores, manage multiple POS terminals, supervise stocks and store-wise profitability, define promotional offers and schemes, as well as provide online information.

APPROACH AND RESULTS IN BRIEF

To manage the diverse needs of the retail industry, DIL considered various alternative solutions. However, after a detailed evaluation, it finally opted to use a POS retail solution from Microsoft - LS Retail 5.0 built on Microsoft® Dynamics™ NAV 4.0 with Service Pack 3. DVS, a Microsoft® Gold Partner in collaboration with, Trident Information Systems, a Microsoft® Certified Partner helped DIL in implementing the same.

Implementation started in Costa Coffee retail outlets in April 2008, followed by Pizza Hut stores in August 2008, and then, KFC stores. By February 2009, it was rolled out in all the 130 stores for 500 POS terminals, at the Pizza Hut call centre in Delhi and at the head office in Delhi. Only the sales module was implemented for the front end users.

The application has integrated all outlets with the head office. This has enabled the management to simultaneously keep a tab on all outlets as well as oversee the work of employees. There is an increase in staff efficiency, enabling them to; complete a day's work in a few hours and attend to customer requirements at a quicker pace.

The solution has been customized to monitor and maintain the inventory of raw materials, ideal and actual consumption and track the quantity of left-over food and hence minimize wastage. A few minor customizations have been done for operational excellence and better visuals.

Pizza Hut provides various offers and multiple promotion schemes that keep varying on a monthly basis. The solution is thus, tailored to accommodate features like pricing for combining multiple products with discount schemes, capturing promotions, and delivery specific customizations.

Now, the Pizza Hut call centre set up to manage the 25 Pizza Hut outlets in the residential area of Delhi and NCR for home delivery service, manages all its operations and communications with the stores through this LS Retail NAV solution.

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> With all POS terminal transactions routed to the head office, time, man power and efforts used earlier for financial consolidations are spared. We now save huge person-days and hence reduce administrative costs extensively.
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> **SUKESH GERA**
> Head - Information Technology & Systems, Devyani International Ltd.

UNIQUE FEATURES

Integrates all Locations with Head-office

Using LS Retail NAV, DIL enjoys seamless POS integration with its back-end system. All POS terminals are integrated with the head office. Any transaction from any POS is automatically routed to the head office and gathered in a centralized system for reconciliation. This eliminates the task of manual data re-entry from POS terminal across multiple systems and spread sheets.

The head office monitors all the stores, discounts and various promotion schemes offered and can block the offers simultaneously at all the outlets, if required

Consolidates Financial Data

The integration of all locations has resulted in accurate information and reporting. With the help of the solution, transactions from 130 odd stores are recorded in a central system.

Simultaneously, a copy of each report is sent to the IT department for records. With automated workflow, the company is able to maintain detailed records, high working standards, efficiency and thus, save extensive person-days which results in reduced administrative costs.

Ensures Customers' Satisfaction and Retention with Quick Delivery

Fast and easy POS operations improve customers' service time and have more control on cash flow. LS Retail NAV provides transparency of retail operations, which has a direct impact on sales.

For example, it offers best practices to keep a check on delivery performance of home delivery orders. Based upon time of order and dispatch, average delivery time of an order is calculated. With the availability of real time data for analysis, DIL has succeeded in reducing delivery time. This enhances customer satisfaction and helps retain them.

Eliminates Manual Processes, Saves Person-hours

Based on customers' liking, DIL launches new promotion schemes and discounts very frequently, which results in changes in the price catalogue. In addition, new products are added every 2-3 months.

With the automatic processes, the task of manually updating changes at each location has been eliminated.

Allows Data Analysis for Enhanced Business Decisions

The centralization of database has enhanced insight into operations.

With comprehensive business intelligence functionality, data is easily reviewed, analyzed and converted to useful information for future use.

Employees at all levels of the company get a complete view of the business to support efficient processes and rapid and accurate decision making in a fast- paced business environment.

DIL uses 6-7 marketing channels like e-coupons, SMS campaigns, leaflets, e-mails etc. With the centralized channel tracking system based on scientific data; the company can decide on the most apt, beneficial and efficient marketing channel for customer retention and can use it more aggressively.

The solution helps drive higher margins by streamlining order processing and tracking. It also reduces paperwork and optimizes efficiency.

> **"**
> The Sales reports along with tax calculations are generated on a daily basis for all stores and are replicated in the head office in 30-40 minutes. Earlier this exercise took days with lot of man-power to manually combine data from separate systems and then calculate sales figures each month.
> **"**
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> **SUKESH GERA**
> Head - Information Technology & Systems, Devyani International Ltd.

UNIQUE FEATURES

- ☑ REDUCE total cost of ownership
- ☑ READY for a change in your business and customer behavior
- ☑ INCREASE efficiency
- ☑ DYNAMIC systems initiative
- ☑ ALLOW business transparency
- ☑ MAKE up-to-the minute decisions
- ☑ FEWER mistakes

> **"**
> After the implementation LS Retail NAV, the changes are rolled out within 2-3 hours from the head office and replicated in all stores across the country. The financial impact of this feature is incremental sale of 6 days.
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> **SUKESH GERA**
> Head - Information Technology & Systems, Devyani International Ltd.
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ABOUT TRIDENT

Trident is a global consulting firm that empowers organizations around the world to digitally transform and grow their businesses. Our expert consultants offer strategic consulting, implementation services, support and managed services and pre-built software solutions that help our clients innovate and reinvigorate customer, employee, partner and supplier experiences and processes using Microsoft Dynamics 365, ERP, CRM, Business Intelligence/Analytics and related Microsoft cloud solutions.

Trident enables Digital Transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights through an integrated set of disruptive technologies: big data analytics, internet of things, mobility, cloud, security, unified communications, etc.

CRM	ERP	Internet of Things (IoT)
MS D365 Sales MS D365 Marketing	MS D365 Operations MS D365 Business Central Microsoft Dynamics AX Microsoft Dynamics NAV	Retail Supply Chain Asset Management Fleet Management Energy Management

Audit & Risk Analysis	Business Intelligence	Retail Applications
ACL GRC ACL Exchange ACL Analytics	MS Power BI SPSS Qlik Sense	LS Retail D365 Retail

DevOps	Mobile Apps	Security
IBM Microsoft Dynatrace	Sales Force Automation Service Team Automation Customer Loyalty Management Mobile Inventory Managment	Application Security End Point Security Database Security

Quick Facts

1999	Year of Establishment
250+	No. of Employees
300+	No. of Customers

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Trident's Vertical Focus

Retail	Hospitality	E-Commerce	Logistics	Manufacturing	Real Estate & Construction	Education

Recognitions and Awards

'Transformative 100' by ChannelWorld at the Premier 100 annual awards for 2016, 2017, 2018

Microsoft Dynamics President Club winner from Microsoft for Microsoft Dynamics Navision, Axapta & MSCRM, 2011

Gold Certified Partner for Microsoft Dynamics Navision, Axapta & MSCRM

Platinum Partnership with LS Retail supporting clients with more than 5000 POS.

Attainment of **Premier partnership** status with IBM, 2010

Most Innovative Partner of the Year award from IBM, 2009.

Strategic Alliances

Gold Microsoft Partner — Microsoft

LS Nav Platinum Certified Partner 2018

Business Partner IBM

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