


Case Study



FOOD RETAILING

India 's Leading Food service provider leverages Microsoft Power BI to gain insights or Retail Operation and Supply Chain Operations

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BUSINESS NEED

Our Customer is a major Indian sweets and snacks manufacturer based in Nagpur, Maharashtra, India. The company has manufacturing plants in Nagpur, New Delhi, Kolkata & Bikaner. It has its own retail chain stores and a range of restaurants in Nagpur, Kolkata, Patna, Lucknow, Noida and Delhi. In contemporary times, It's products are exported to several countries worldwide, including Sri Lanka, United Kingdom, United States, Canada, United Arab Emirates, Australia, New Zealand, Japan, Thailand and others.

Customer has over 100 products. Its products include frozen foods such as frozen meals, ice cream and kulfi, sweets, cookies, crackers, sherbet, papad, savorys, chips and other snacks. They also produces fruit-flavored beverages and dairy products. The company also produces ready-to-eat food since 2010.

It is not an easy feat for the company to understand its operational performance as well as customer behavior, while offering 4,500 products for its 30,000 plus customers from 3 central warehouses. Delivering food items to its 45 Retail Outlets means different routes, workforce and assets; and ensuring that each delivery is a success becomes increasingly challenging. Similarly, for the client to keep a watch on food stock damage, loss, waste, fraud, and risk is also a challenging task. Adding to it is the delivery drivers' performance that the company must deal with in order to improve food-supply chain efficiency.

Today, Microsoft Dynamics NAV and LS Retail powers the company's entire operations - starting from retail operation, POS Solution, procurement, route, and stock management to order processing and inventory management. It generates huge amount of data that gets stored in this ERP, but no means to consistently tap into this gold mine. The company had no single view of Inventory at Stores, In transit, their shelf life, assets & operational data, food temperature threshold data, customer delivery data, inventory data and other significant data that would reveal critical business insights. To overcome all these challenges, our client wanted a business intelligence solution that can enable them to take better decisions towards running the Retail operations efficiently. It would empower the operations team with relevant & timely reporting to react quickly.



TECHNOLOGY SOLUTION



Trident's expertise in Food Retailing & Food Service logistics has helped build business intelligence solution that transforms data into intelligence. The Data Analytics consultants at Trident leveraged Microsoft Power BI to provide intuitive dashboards, interactive rich visuals, and self-service capabilities required to empower client's operations team. The tool connects to an on-premise ERP system that collects staggering amounts of data - assets & operations data, food items' temperature data, customer order delivery data, and workforce data. The solution provides the transportation & logistics team with insights on food delivery operations; starting from route planning, warehouse to fulfilling customer order, in not more than two seconds. It also allows the operations team to take intelligent decisions for efficiently manage their supply chain operations; making their job simpler & easier. Although this solution was delivered as a proof-of-concept, our client could see the impressive potential benefits.

BUSINESS DASHBOARDS



REVENUE TRENDS



UNLOCKING DIFFERENT BUSINESS INSIGHTS

- ↳ Monitor quality through the lifetime of goods
- ↳ Continuous monitoring of transport and handling conditions
- ↳ Auto-Inventory updates & integration with ERP solutions
- ↳ Waste, misuse or theft detection
- ↳ Smart warehouse management
- ↳ Security and access control

BRING YOUR UNUSED DATA TO LIFE WITH OUR DATA ANALYTICS SOLUTIONS

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 MS D365 Sales MS D365 Marketing	ERP MS D365 Operations MS D365 Business Central Microsoft Dynamics AX Microsoft Dynamics NAV	Internet of Things (IoT) Retail Supply Chain Asset Management Fleet Management Energy Management
Audit & Risk Analysis ACL GRC ACL Exchange ACL Analytics	Business Intelligence MS Power BI SPSS Qlik Sense	Retail Applications LS Retail D365 Retail
DevOps IBM Microsoft Dynatrace	Mobile Apps Sales Force Automation Service Team Automation Customer Loyalty Management Mobile Inventory Management	Security Application Security End Point Security Database Security

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 Navigation, Axapta & MSCRM, 2011



Gold Certified Partner for Microsoft Dynamics Navigation, 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



Quick Facts

1999 Year of Establishment

250+ No. of Employees

300+ No. of Customers

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