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THE CUSTOMER

Alyasra Fashion is one of the largest retailers in the Middle East with brands such as DKNY, MaxMara, Kenzo, Dyrberg/Kern and Ecco. They operate across six different countries in the MENA region (Kuwait, Saudi Arabia, Iraq, Lebanon and Qatar) with more than 250 stores.

THE CASE

The customer had experienced significant problems in several areas within their legacy Microsoft Dynamics AX system and a-solutions was hired to stabilize their system by resolving the issues in the system. Alyasra wanted a complete roll-out of the stabilized system in all of their stores.

a-solutions worked out the issues faced by the customer through an implementation process and the problem of data replication was solved by the technical team.

Training was provided to users on Retail, POS and supply chain module. The POS has increased the user experience for all Alyasra Fashion stores. They can now track all transactions by store users and have accurate data of stock for each store.

The implementation of Microsoft Dynamics AX 2012 R3's Finance module has made it easy to provide precise figures to any of Alyasra's partners.

a-solutions started implementations for UAE and Qatar in March 2015 and the stores went live on 1 May 2015. Implementations for Lebanon, Iraq and Bahrain will start mid 2015.

THE SOLUTION

a-solutions provided the customer with consultancy and implementation services for the following activities:

- Code re-engineering
- POS performance (analysis and hardware recommendation)
- Implement standard functionalities and remove custom codes
- Code review

The implementation was rolled out in all stores in UAE and Qatar based on a mutually agreed plan. The remaining stores in the region will follow suit.

a-solutions has provided:

- Ongoing issue resolution and will cover the entire issue log
- Reports / non-standard functions
- Core user / End user training
- Implementation of additional features and functionalities in the applicable version of AX
- Server optimization to improve response times
- Code optimization to improve response times
- Database tuning

THE BENEFITS

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