POWER FASHION
CASE STUDY

POWER FASHION

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BRAINTREE UNDERPINS GROWTH AT THE POWER FASHION FACTORY

Power Fashion Factory (formerly Ottos Brothers) forms part of the of Mr Price Group, Durban-based, the retailer is a low-priced fashion retailer, focused on low-income households. The business implemented a mandate to source stock locally to keep costs down so that they are able to provide the best value for money to their customers. With the "power" of Mr Price Group behind them, the business is continuously expanding, currently comprising over 250 stores across South Africa.

CHALLENGE

Historically, Power Fashion Factory, made use of several legacy systems that led to impeding the desired performance and aspirational expansion plans.

Management of large volumes of records was complex and data accuracy would be compromised, invoking an imminent need for change. These issues where compounded by the necessity for a short implementation time-frame to prevent any impact on daily operations.

SELECTION

Power Fashion Factory initiated a formal evaluation process including various products from six vendors, of which three were shortlisted. **Braintree** was then then invited on-site, to meet the respective key stake holders to facilitate engaging with the proposed consultant teams assigned to the project.

Power Fashion Factory cited the following reasons for selected Braintree:

- Adopting a holistic and honest customer-centric approach.
- Flexibility to accommodate the business
- Alignment with the management team.
- Quality of the resources assigned to the project
- The innovative deployment methodology adopted.

Power Fashion Factory made a decision to select Braintree a Microsoft Dynamics Partner to implement **Microsoft Dynamics 365 Business Central** (formerly Microsoft Dynamics NAV) including the integration of LS Retail a world class Retail Solution, namely LS Retail Fashion.
POS and ERP software for fashion and footwear stores | LS Retail

PROJECT DELIVERABLES

The Project commenced with a diagnostic phase to complete a comprehensive needs analysis to determine the scope, objectives and approach. **Braintree** conducted a series of workshops, engaging key stakeholders to assess current processes and identify areas for improvement.

Subsequently, **Braintree** assembled a comprehensive team to implement Microsoft Dynamics NAV on-premise at headquarters. This implementation involved integrating the system with the company's retail network nationwide.

To address specific business requirements not included in the standard product, the team modified standard systems to adapt and integrate with third-party add-ons, such as the LS Retail, which provides industry-specific functionality for the retail sector to suite a fashion retailer.

The implementation encompassed migrating all historical data, introducing a Business Intelligence (BI) solution, advanced reporting features, and some custom modifications to the core Microsoft Dynamics Business Solution.

To streamline project deliverables and enhance the final outcome, **Braintree** adapted to a hybrid project approach, combining key elements of Agile methodology with the more conventional Waterfall approach commonly used by systems integrators.

Prior to going live, extensive training and acceptance testing was conducted to ensure efficient task execution and that the system's performance was as expected. **Braintree** is proud to note that the entire project, from initiation to go-live, was completed within seven (7) months.

Post-implementation activities included on-site assistance during the go-live phase and a combination of on-premise and remote support.

Previously, legacy systems posed limitations, leading to short comings impeding audit compliance. With the new systems in place legacy issues were all resolved, enabling a fast growing business to accurately track all purchase orders, shipments, and in-store shipment receipts.

IT Manager, Jacques Vermeulen, praised **Braintree**, stating, "*I highly recommend Braintree due to their customer-centric approach to business. They willingly took on a project with an incredibly short implementation time-frame and tight deadlines, surpassing our expectations overall.*"

PRODUCT & SERVICES PROVIDED:	Business Intelligence, LS Retail, Microsoft Dynamics NAV
ORGANISATION SIZE:	252 retail stores, 1000 employees
INDUSTRY:	Fashion, cosmetics, mobile devices and accessories
COUNTRY:	South Africa
BUSINESS NEED:	A solution to accurately keep track of huge volumes of business records and replace legacy systems in a short-time frame.

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