

Implementation of **VIENNA Advantage ERP and CRM solution**

A success story of how VIENNA Advantage open source ERP and CRM redefined the business process management at a luxury perfume and fashion accessories brand.

This case study was depersonalized due to the NDA signed.



The Customer

In a niche market where customers are captivated by novelty and design, where the unforgiving customer pays the price for perfection, a luxury brand has to be driven with vision, creativity and a tireless effort towards establishment of precise processes.

Every aspect of this business has simply one necessity, employ the best technology and push its limits.

The Industry

The luxury goods industry has continuously delivered high value to its consumers by innovating with complex designs and setting higher standards of quality by tightly controlling the design and manufacturing processes.



The Challenges

An application used to manage a complex luxury business is posed with unique set of challenges:

- Managing design documents, drawings and their revisions in the highly dynamic environment of a creative design studio.
- Country / market / customer specific products
- Product configurations
- Defining and managing processes for manufacturing or outsourcing of part-prototypes, including parts used for packaging and packing
- Control, revision and release of designs for production
- A combination of discrete and batch manufacturing processes in separate production locations and lines
 - Perfume blended in batches
 - Packing parts are outsourced and assembled in-house using custom equipment, trained personnel and consumables. The perfume is then packed.
 - Packing materials outsourced and assembled in-house
 - Tertiary packing materials are also outsourced

The Challenges

- Managing multiple raw materials and finished goods warehouse locations
- Managing procurement from several overseas suppliers
- Managing sales through multi-brand retail store-chains in more than 25 countries in addition to direct and online sales
- Management of value added services and channel partners' outlets
- Use of isolated software-applications at various levels
- Inability to scale-up the existing applications due to obsolescence
- Lack of interoperability between various applications
- Lack of an enterprise-wide application, seamlessly integrated



The Solution

VIENNA Advantage ERP/CRM
for Luxury Industry

An integrated and comprehensive
business software solution.



ERP/CRM

DMS

Retail POS

Reporting

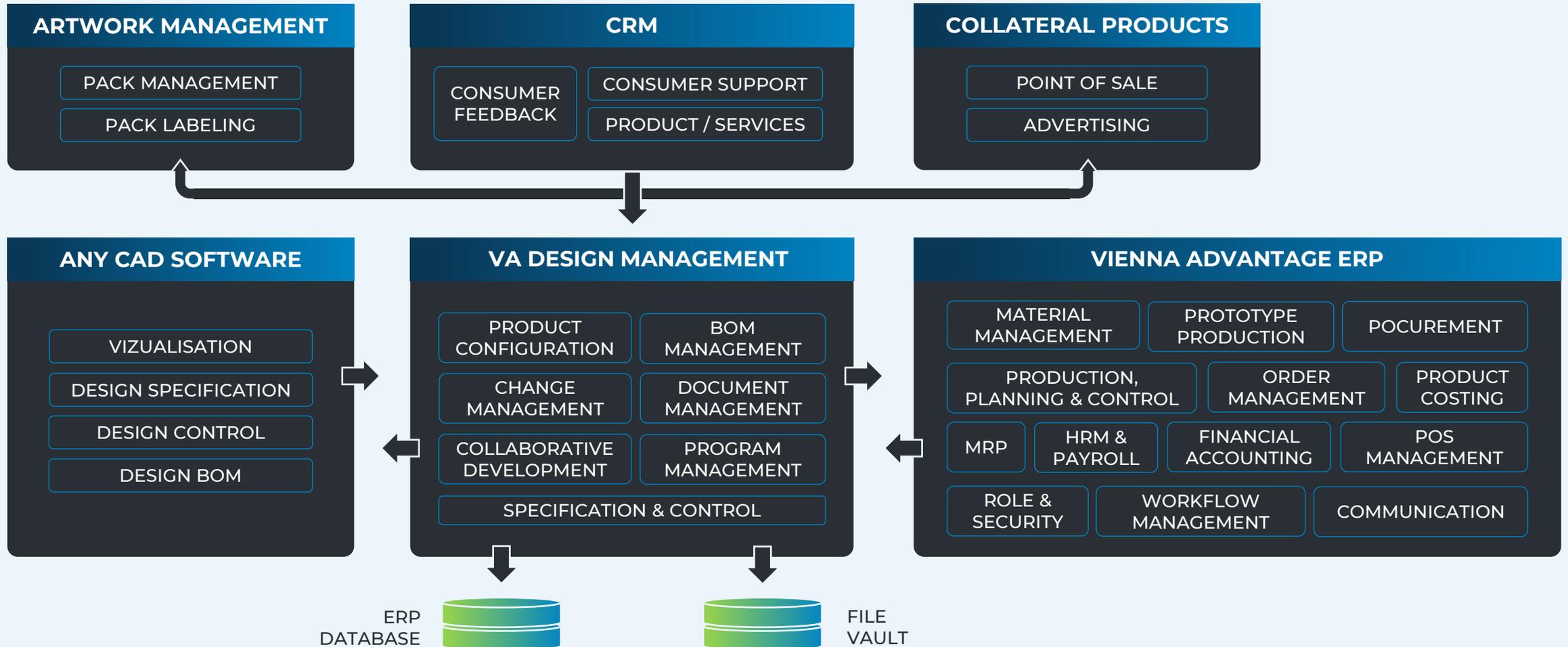


The Solution

VIENNA Advantage provided a comprehensive solution with the following modules and features:

- ✓ Document Management System (DMS)
- ✓ Customer Relationship Management (CRM)
- ✓ Vendor Management
- ✓ Procurement Management
- ✓ Material Management
- ✓ Product Costing
- ✓ Warehouse Management (WMS) & Data Acquisition
- ✓ Material Requirement Planning (MRP)
- ✓ Manufacturing
- ✓ Multiple Units of Measurement (UoM) conversion
- ✓ Multiple level Bill of Material (BOM) Management
- ✓ Financial Accounting & Taxation
- ✓ Communication & Collaboration Features
- ✓ Human Resource Management (HRM) & Payroll
- ✓ Point of Sale (POS) Automation
- ✓ Workflow & Authorization
- ✓ Reporting

The Result



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