



CASE STUDY

Implementation of VIENNA Advantage ERP for Retail & Supply Chain

A success story of how VIENNA Advantage open source ERP helped a large retailer to manage business processes in multiple supermarket outlets and supply chain.

This case study was depersonalized due to the NDA signed.



The Customer

The Customer was facing numerous difficulties for effectively managing the business processes in its multiple supermarket outlets and the supply chain.

The complex structure of the retail / supermarket chain involved several entities whose processes needed to be recorded on a common business platform / application.

The stakeholders of this structure were:

- ✓ A diverse set of returning customers
- ✓ The chain of 10 supermarket outlets in 2 cities
- ✓ Transport and Logistics
- ✓ Warehouse / Distribution centers
- ✓ Product suppliers



The Challenges

The limitations of the existing software applications were:

- Use of isolated software applications at various levels
- Inability to scale-up the existing applications due to obsolescence
- Lack of interoperability between various applications
- Inability to integrate field-devices for data collection
- Inability to manage transactions and accounting record of multiple entities on one single platform
- Inability to have an enterprise-wide application seamlessly integrated
- Inability to track landed costs of products at a specific outlet, especially where value is added to products at various levels and at different geographical locations



The Solution

VIENNA Advantage ERP
for Retail & Supply Chain

An integrated and comprehensive
business software solution.



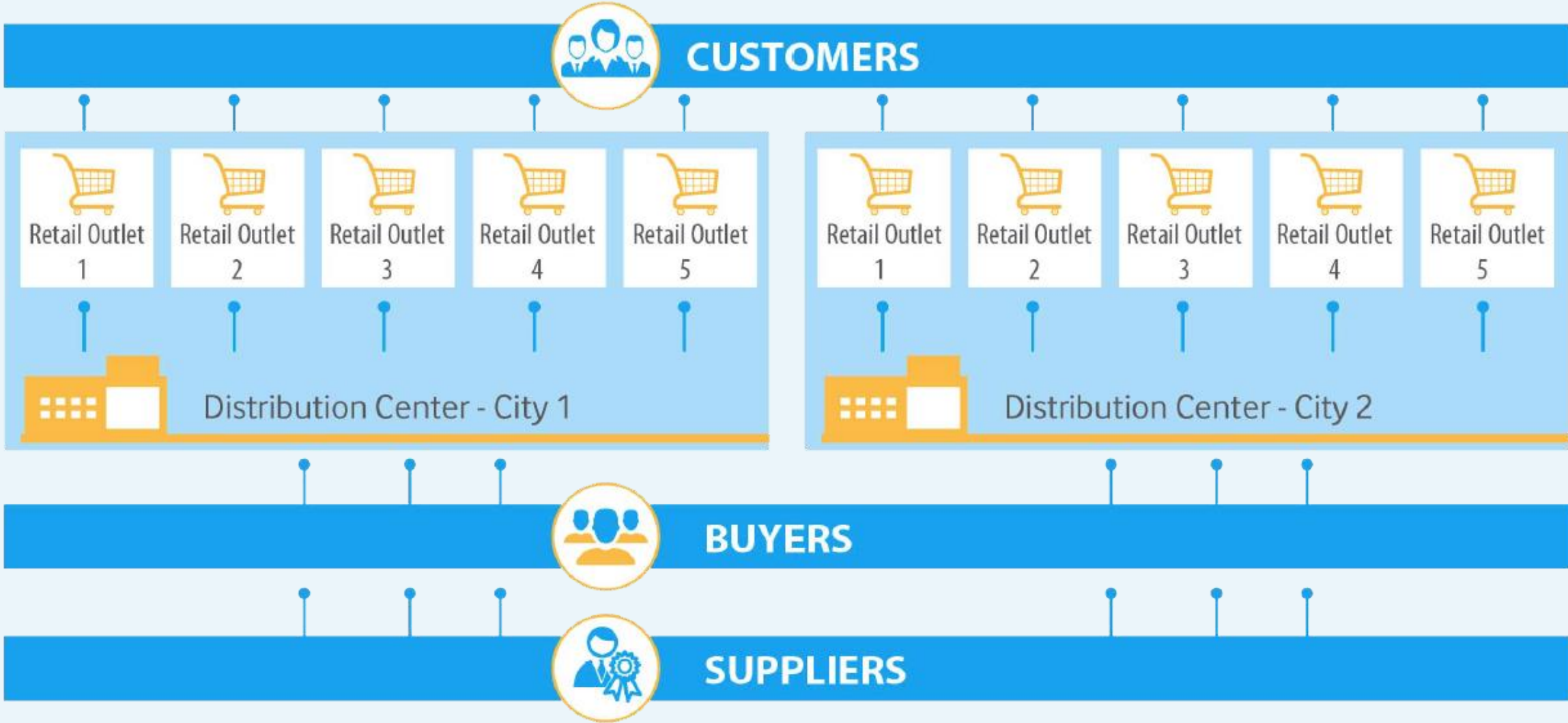
The Solution

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

- ✓ Customer Relationship Management (CRM System)
- ✓ Vendor Management
- ✓ Procurement Management
- ✓ Contract Management
- ✓ Material Management
- ✓ Product Costing
- ✓ Warehouse Management (WMS) & Data Acquisition
- ✓ MRP & Production: Assembly of products for distribution to outlets
- ✓ Multiple Organization & Accounting Schemas, Counter Documents
- ✓ Financial Accounting & Taxation
- ✓ Communication & Collaboration Features
- ✓ Human Resource Management (HRM) & Payroll
- ✓ Point of Sale (POS) Automation
- ✓ Workflow & Authorization
- ✓ Reporting



The Solution



The Benefits

- ✓ Ensuring minimum stock / production and quality levels at the suppliers
- ✓ Ensuring minimum purchase-prices of the products
- ✓ Just-in-Time delivery of products to the distribution centers
- ✓ Ensuring timely release of purchase / replenish / production work orders
- ✓ Ensuring timely order fulfillment at each distribution center
- ✓ Ensuring timely & efficient distribution of stock to retail outlets
- ✓ Monitoring the transportation & logistics operations
- ✓ Inventory control in multiple warehouses:
 - Managing perishable goods
 - Replenishment alerts & buffer stock management
 - Automatic pick-list and put-away list generation
 - Integration with data acquisition systems such as bar code scanners
 - Integration with third party applications such as vehicle management systems
 - Inventory reconciliation and valuation
 - Ability to manage thousands of Stock Keeping Units (SKUs)

The Benefits

- ✓ Assigning of product and quantity to each locator in relevant sections within the supermarket to ensure maximum exposure of the product to the customers
- ✓ Management of supermarket stock, both at the shelves and at the store
- ✓ Integration with POS Kiosk systems and cash registers
- ✓ Generation of retail-store replenishment list
- ✓ Management of customer loyalty schemes, special pricing & discount schemas for specific customers & customer-groups
- ✓ Dissemination of information regarding campaigns, discounts and offers to customers in the form of letters, emails and SMS



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