



CLIENT SOLUTION CASE STUDY

## Sporting Goods Retailer Finds Efficiency and Cost Savings with Dynamics 365 Business Central

### Background

A regional sporting goods retailer found themselves managing their business with Oracle's JD Edwards ERP solution, a system not inherently designed for retail. Set up to fit the solution instead of their business processes, they were able to operate their retail business, but it was clear the solution was not able to meet their needs. With multiple locations including six stores, a Distribution Center (DC), and two e-commerce storefronts, the need for an integrated and efficient system was paramount.

### A New ERP: Dynamics 365 Business Central

Dynamics 365 Business Central, in conjunction with LS Retail, an ISV that specializes in brick-and-mortar point of sale systems, was introduced as a solution. This integration not only streamlined their in-store processes but also their e-commerce operations, pulling in orders frequently to ensure timely shipping.

### Inventory Management

Inventory management was another challenge due to their vast catalog of 80,000 items. To manage this, a barcoding system using Bartender was established. An extension was developed, enabling instant tag printing for any item scanned. Furthermore, their purchase and transfer orders, sometimes containing thousands of items, were efficiently managed.

## MICROSOFT DYNAMICS 365 BUSINESS CENTRAL

### OVERVIEW

#### Software Solutions:

- Dynamics 365 Business Central
- LS Retail
- Primo Payroll
- Easy Bound Book
- Big Commerce
- Channel Advisor

#### Challenges:

- System Constraints
- Inadequate ERP System Fit
- Inventory Accuracy and Efficiency

#### Benefits:

- Capitalize on Industry Solution
- Empower Business Innovation
- Capitalize on Cloud Technology

#### Company Overview:

A regional sporting goods retailer with six locations, a distribution center, and two online storefronts.

**Industry:** Retail

**Employees:** 300+

**Annual Revenue:** \$11M



## Financial Management

From an accounting perspective, intercompany transactions were set up, and all operations were centralized at the headquarters. The transition to Primo Payroll meant that all payroll activities, which previously involved manual calculations for over 315 employees across locations, were now integrated into Business Central - a significant time-saving transformation.

Automated systems were put in place for finance. For example, a nightly batch job was set to invoice shipped orders, apply cash from online credit card payments, and reduce manual tasks.

## ATF Compliance

Notably, one of the unique challenges was managing the sale of firearms. To address this, Easy Bound Book was implemented, a product that tracks firearm serial numbers, meeting all ATF requirements. Should the ATF require any specific weapon's report, the system is capable of retrieving it swiftly.

A significant improvement was the transition from paper ATF 4473 forms, used for background checks, to electronic e-4473 forms on tablets. This cut down paperwork significantly, streamlining the process.

## E-Commerce

The company also integrated their e-commerce operations with platforms Big Commerce and Channel Advisor. This integration enabled real-time updates of items, inventory management, and efficient order processing.

## Conclusion

The entire transition provided the company with a stable, integrated system at a lower cost than upgrading their existing system. Not only did they save money, but their operations became more efficient and cohesive. All the while, they retained their established processes, merely integrating them into a more robust system.

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