



CASE STUDY

eurotrade elevates its retail operations to increase sales

Business process integration makes inventory planning smarter and faster

Long layovers and delays are almost inevitable at some point or another when traveling by air. Whether you're trying to kill time, stretch your legs or look for an item you forgot, you know the perks of airport shopping. To make the experience even better, eurotrade embarked on a digital transformation to increase shop sales through enhanced customer experiences.

Situation

Siloed systems limit sales potential

eurotrade Flughafen München Handels-GmbH (eurotrade) operates around 50 shops at the Munich Airport. It specializes in duty-free, fashion, jewelry and news and travel needs, offering customers high-quality international brands and select regional products.

However, it had a hard time keeping up with the pace of change around digital retail. Given the broad assortment of products it offered – everything from local chocolates to books and magazines to perfumes and fashion – it had limited data and visibility of inventory needs. Also, the legacy systems were not well integrated and required extra manual steps to complete operations. eurotrade managed performance gaps by hiring more people – a practice that was no longer sustainable. The company wanted a more integrated, modern enterprise resource planning (ERP) solution to help it increase sales and personalize the customer experience.

Solution

Microsoft Dynamics 365 integrates business processes

Based on our retail industry experience and technological expertise, eurotrade chose Avanade and Microsoft Dynamics 365 for [Finance and Operations](#) for its ERP upgrade. We helped eurotrade consolidate its three material management systems on Dynamics 365, creating a common platform for finance and warehouse logistics. To help the company rapidly deploy leading business practices, we also complemented the solution with our unique assets, including advanced vendor management for delivery reminders and supplier rating as well as bank automation, which optimizes payment processes, especially for vendors wanting advertising space or product placements.

Avanade partnered with To-Increase and K3, independent software vendors (ISVs), to integrate Dynamics 365 with the point of sales solution at 50 individual airport shops across a variety of trades.

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The new digital features enable the company's 350 salespeople to respond quickly to new developments, such as restocking inventory, and provide customers with relevant information on services, products and prices across the airport. They can now connect to the system on their tablets and smartphones, gaining on-the-spot visibility of available items to ensure products quickly make their way to the physical shops and into customers' hands.

"Avanade's experience and process-driven approach helped us manage the complexity of POS system integration and external order system integration," said Stefan Vogel, team lead for ERP and LVS at eurotrade. For example, if a tester perfume bottle is empty, a shop employee can quickly and easily start the refill process by using an app on their device to scan the tester EAN-Code for automatic transfer from the main warehouse. Or if a customer wants a shirt in a different size or color, a salesperson can immediately check online to see if it is available in another location.

Results

Microsoft Dynamics 365 integrates business processes

With these integrations, eurotrade is elevating the retail experience and supporting 17,000 transactions per day in 148 point of sale locations. Other benefits include:

- Reduced workloads on salespersons, enabling them to focus on delivering better shopping experiences and increasing sales
- Greater transparency and faster go-to-market strategy for restocking or bringing in new products
- Reduced operating costs through increased automation
- Faster monthly closing processes for procurement

The transparency and consistency of quantities replenished and sold on a daily basis can help eurotrade optimize its inventory. "Because of the tight integration of Dynamics 365 for Finance & Operations with our point of sales system, we are now able to manage our assortment inventory levels, including daily sold volumes in the shops," noted Judith Steindl, finance lead at euroTrade. In other words, it now has the data to know which shops need what and when – and can automate the retail process lifecycle.

"Microsoft Dynamics 365 supports all our operational processes on one platform, which has helped us improve the transparency and consistency of our data," said Andre Dlugos, IT lead at eurotrade.

In protecting its core operations, eurotrade is building a resilient and scalable core fit for a flexible future. Now when customers search for a souvenir, the latest fashion designs or a duty-free bargain, eurotrade is ready with tools needed to inspire them with exceptional shopping experiences.

About eurotrade

Founded in 1973, eurotrade Flughafen München Handels-GmbH is known as the shopping experts at Munich Airport – one of the busiest passenger airports in Europe and a major hub of international aviation. As a 100% subsidiary, eurotrade strives to deliver a positive shopping experience for passengers and customers. With total floor space of approximately 14,000 square meters, we operate around 50 shops at Munich Airport. We specialize in four sales segments: duty-free, fashion, news and travel, and watches and jewelry. With our private labels and franchise concepts, we offer customers high-quality international brands and select regional products.



About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help make a human impact on our clients, their customers and their employees. We are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Avanade has 39,000 professionals in 25 countries, bringing clients our best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com

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