

Dynamic Fashion Retailing

k3



Choosing and implementing a new IT system can be a complicated process. At K3 we have the experience to evaluate the unique requirements of fashion retailers and understand the issues they face.

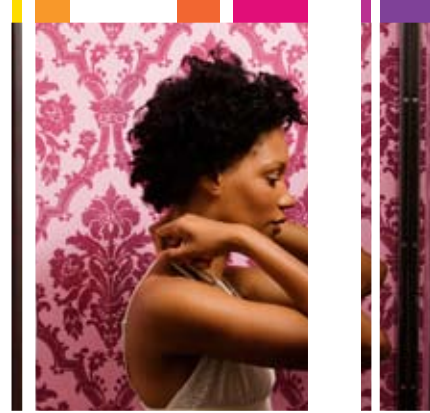


Once you have selected a solution, the scale and complexity of many projects requires specialist project management to ensure the solution delivers all that was promised. Getting it right means delivering real benefits that are reflected in your bottom line – an immensely satisfying accomplishment. K3 are here to offer the guidance, knowledge and understanding so that you can achieve those benefits; on time, on budget and to specification.





Through partnership, we translate our expertise and experience into creating outstanding results for your business.



“Now we can spend more time making the business more efficient. This is vital in a fast-paced industry like ours”

- **Steve Sanders**, Managing Director, Shoon



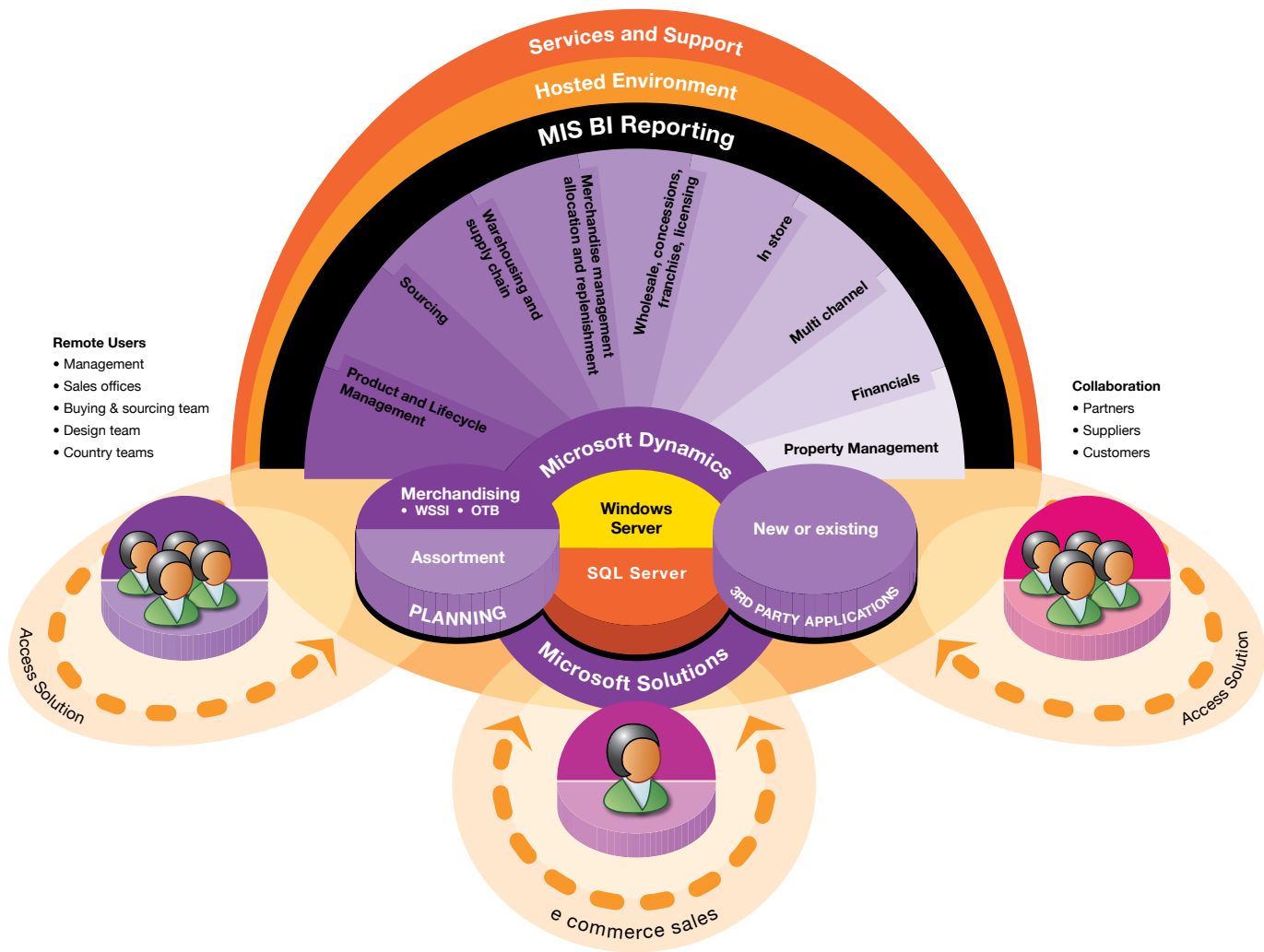
As a global leader, K3 excels in delivering high quality enterprise wide retail solutions backed by specialised service and support. Our retailing experience coupled with our knowledge of fashion enables us to provide solutions that are flexible and adaptable to aid growth and manage changes in a constantly moving environment.

Fashion retailing is complex enough, therefore K3 focus on simplifying processes and improving business efficiency with specific solutions that cover everything from in-store, supply chain management, merchandising, planning, wholesaling and collaboration. Built around Microsoft Dynamics and Microsoft technology, we have created a powerful proposition that has attracted leading retailers - making us one of the most successful Microsoft partners.

The nature of fashion retailing demands visibility, clarity and flexibility: in essence, ‘One Version of the Truth’. Fashion retailers are multi dimensional, often with expertise flowing from initial design, through to manufacture and financial planning, supply chain, multi-channel, wholesale and traditional retail store operations. At K3 we’ve made significant investments in our range of fashion specific solutions to help meet the varied demands of this industry.

By building our solutions around Microsoft Dynamics, our customers benefit from Microsoft’s annual \$2 billion research and development investment ensuring a long term future for them.





Supplier Collaboration

Microsoft Dynamics aids fashion retailers in implementing and executing their supplier strategy. Global supply chains support low cost, organic, high volume and multiple location supplier bases, each chosen for their ability to support the fashion retailers complex requirements. Initial buys from far eastern suppliers are dovetailed within season demand fulfilled by European or UK suppliers. You need to be able to communicate quickly and effectively regardless of location, language or IT infrastructure. With a SharePoint or Supply Chain solution from K3 you can work closely with your suppliers with open communication channels.

Shared workspaces mean you can take advantage of innovations with design, fabrics and technologies, speeding up the decision making process and ensuring ideas are communicated clearly.

Information and data can be shared so suppliers can forecast and prepare for changes and demands while conversely retailers can monitor the manufacturing processes. Critical path management, such as the tracking and monitoring of delivery schedules assists in planning processes, while supplier services, such as packing, ticketing, consolidating shipments, agents services are all visible.

Competitive Pressures & Fast Fashion

Increased competition from overseas players, grocers, price deflation, lower foot fall and decreased sales all reduce margins and profitability and contribute to making fashion one of the fastest paced sectors of the retail industry.

Consumers seek more value, use the web to compare offers and choose to engage with retailers across multi channels. Reduced seasons, from 26 weeks to 6/8 weeks, and increased demands for fresh and cutting edge designs have placed pressure on retailers to work smarter and make the right decisions, fast. How do merchandisers, buyers and planners work together effectively in a high pressure environment? - By having accurate and up to date information at their fingertips and the capacity to communicate quickly with all aspects of the production, supply and distribution chains.

The requirement to have information at hand to analyse and aid in making the right choices, means time is not wasted gathering the information and validating it before decisions can be made. Microsoft Dynamics has the ability to deliver different perspectives of the same information, so all aspects of the business can draw the information they need from a single set of data – ‘one version of the truth’.

With the flexibility of the product, dynamic quick changes are able to be made to the system to help support growth and increase speed to market as new opportunities can be seized ahead of competition, such as new stores and acquisitions. Reducing prices and margins, to compete with grocers, value retailers and international brands can happen quickly, all controlled through the head office.

The Merchandising functionality helps fashion retailers get the right product to the right place at the right time. It also helps them understand the demand for items and to meet this demand in an efficient and effective way using a variety of replenishment methods.

Brand

For those retailers wishing to expand their brand internationally, K3's Microsoft Dynamics based solution can support their plans with a range of functionality. Retailers can manage multiple facilities, infrastructure and store expansion with property management modules. Dynamics assists with stock control, supply and distribution, which can be directed from head office as retailers develop their understanding of what products work in specific markets. Information on sales for ranges, sizes



“The reporting tools in Microsoft Dynamics will enable us to manage our stocks at the lowest level enabling us to respond very quickly to store and regional variances.”

- Peter Atkinson, Operations Director of FOOTASYLUM



and prices can be quickly drawn from the Dynamics systems and as the solution works off a single set of information and is available in real time, the data can be trusted as accurate.

Merchandising and Advanced Promotions functionality assists retailers in positioning the brand for new local markets, while business intelligence tools can take the data from the system giving a clear picture of how the market is responding.

Microsoft Dynamics is currently being used in over 150 countries in many different language versions. The solution can be configured to meet country specific rules and financial reporting regulations. Dynamics also works with multiple currencies, making it a truly international solution. EPOS changes and conversion of UK pricing can be set up within the system for those retailers with a UK based head office.

International Brand expansion is also supported with our multi-channel offering, and takes into account many routes to market, including wholesalers, agents and concessions.

In-Store Operations

The moment a customer steps into a store, everything they experience builds their picture of the retailer. K3 solutions

incorporate technologies so retailers can build the environment they wish to project to their customers; such as in-store TV and mobile technologies.

K3 offers a class leading, functionality rich EPOS solution that gives fashion retailers the competitive edge in-store. Flexibility in configuration means the package can be implemented in a variety of ways allowing businesses to build a system that maximises performance and offers functionality in line with specific business needs, including the use of loyalty and gift cards.

By using Microsoft CRM you can go further, by collecting customer details in-store to build a clear picture of your customer. By having a better understanding of customer behaviour you can continue to enhance the in-store experience, create targeted marketing campaigns and develop mutually supportive multi-channel operations.

Multi-channel

For fashion retailers, the ability to operate through a range of channels is vital to improving the frequency and monetary value of each customer contact. K3 continue to develop an innovative multi-channel offering that takes in web sites, catalogues, mail order, stores, concessions, wholesalers and agents.

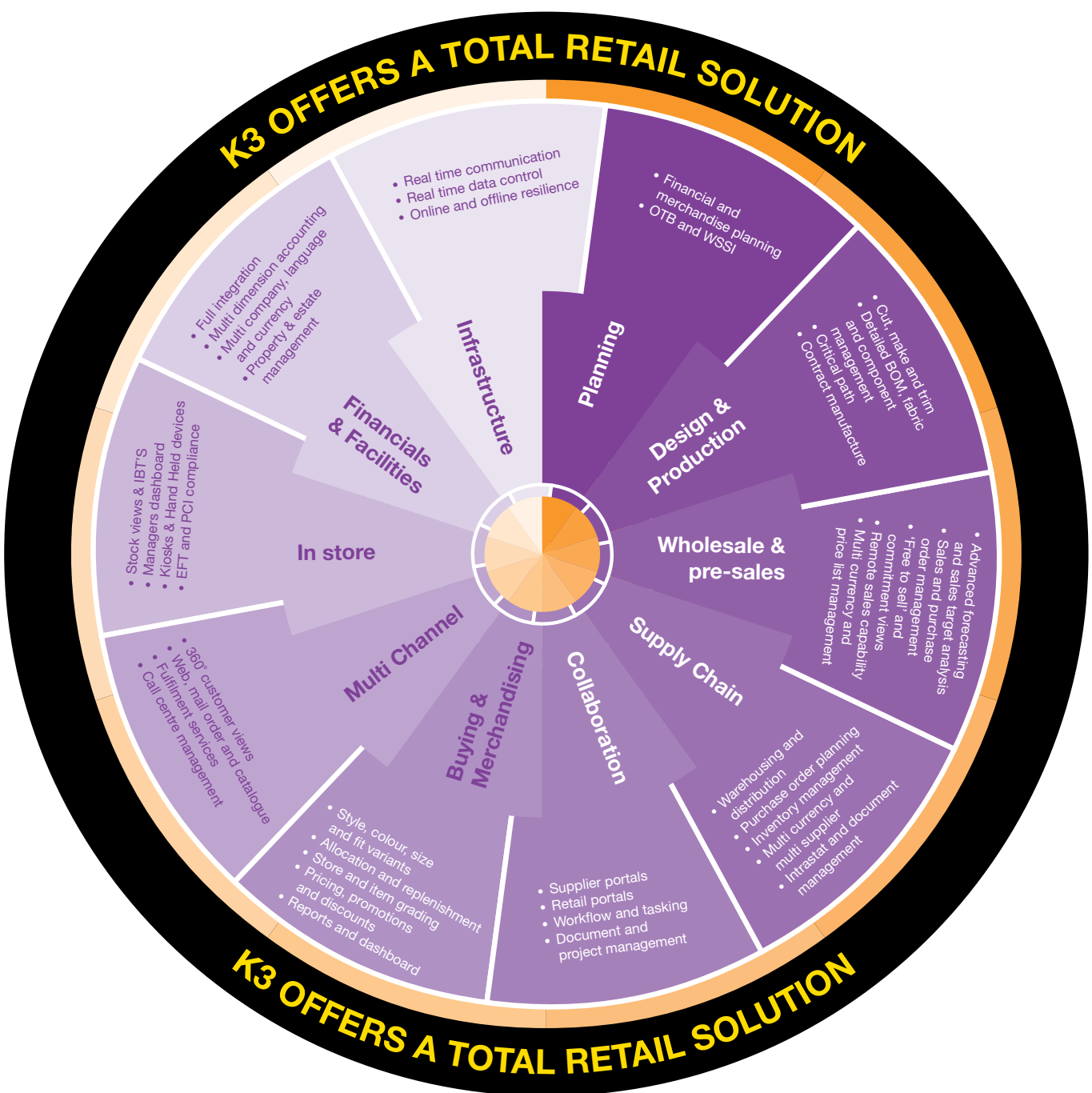
Our multi-channel solutions give you the capability to manage stock across all channels; ensuring consistency in price, range and product. Returns management, and the use of loyalty and store cards are also catered for, enhancing the customer experience and allowing you to respond to the way your customer chooses to shop.

Multi-channels need to be 'fed' and the functionality in the Dynamics Warehouse and Supply Chain Management modules allows you to monitor and control stock right through the supply, storage and distribution processes. Information on the location of products, down to ranges, colours and sizes can be seen in real time, allowing for quick decision making and shorter response times.





K3 offers a total retail solution



“K3 clearly understand what we need in order to operate successfully in the modern retail environment.”

- **Christopher Moseley**, Head of IT, Pearsons Department Store Group

Why K3?

K3 is the major provider of the award winning Microsoft Dynamics business solutions. With customers throughout the UK, Ireland, US, Europe and the Middle East we are a certified Microsoft Gold Partner and an invited member of Microsoft's prestigious 'Inner Circle' consultation and development panel.

We have 25 years of specialist experience as a global leader in providing ERP and Business software solutions across 3000 sites in over 30 countries. This includes implementing End-to-End retail solutions, customising 'Hub and Spoke' and stand alone solutions for a wide range of businesses.

But real success is not just on paper, it is in your business.

At K3 we attract the best sales, consultancy, implementation and support staff who are all trained to get to the heart of your business needs. Their professional, systematic approach builds on our reputation for providing and implementing market leading solutions and support structures. Our people will not only explain to you why our solutions are class leading: they will also prove it to you.

Why K3? Because, through partnership, we translate our expertise and experience into creating outstanding results for your business.





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