

potten&pannen

Starek



Microsoft
Dynamics 365

NAVERTICA 
A BETTER BOTTOM LINE

Case Study

How a comprehensive e-commerce solution
helped bring business into the digital age

 Microsoft
Solutions Partner
Business Applications

What role does Navertica Power CRM and Microsoft Dynamics 365 Business Central play in the operations of an expanding Czech company?

Potten & Pannen – Staněk group is a purely Czech company that has been operating on the market since 1992. They currently operate 9 stores in the Czech Republic with premium kitchen utensils and accessories from leading world manufacturers and 2 Kusmi Tea stores, which specialize in premium teas and tea accessories. A shop in Bratislava is also in operation. They have always relied firmly on brick-and-mortar stores, however, the need to adapt to the rapid digitization of the modern world required a comprehensive restructuring of company systems to meet current trends and requirements for successful B2C and B2B business and stimulate further company growth.

Be inspired by the implementation of a cloud-based solution that has helped this company deliver its services to customers and fulfill its visions and goals as quickly and efficiently as possible today.



Lukáš Krch, CEO of Potten & Pannen – Staněk group

"Times are changing and we have to adapt, change our strategy. Customers have a great experience at the store, but I cannot offer the same to my e-commerce customer. There are a lot of extra steps behind this due to technical limitations. The goal – to have all sales channels equally strong, equally modern, so that the customer journey is equally pleasant on all of them."

Lukáš Krch, CEO of Potten & Pannen – Staněk group

The beginning

Only digitization could keep the rhythm of business going during the coronavirus pandemic. After a careful analysis of the internal functioning of the company, it became clear that the systems used so far were sufficient, but for such a significant strengthening of e-commerce, it was necessary to create a new program ecosystem that would not limit the company, but on the contrary support it, in order to satisfy the rapidly increasing demand coming through e-shop. Equally important was the need to improve the experience of customers shopping at brick-and-mortar stores.

Due to the absence of an in-house IT department and the importance of exceptional stability and speed of services, it was subsequently decided to operate the future ERP and CRM system on a cloud basis, with an emphasis on making it possible to easily connect third-party applications to the entire system. The entire system had to be as user-friendly as possible, clear, flexible and accessible from various types of devices.

Cloud-based solutions offer exceptional system stability and a wide range of remote connection options. They are thus a suitable choice for companies without their own IT department to take care of the system.



On the way to cooperation...

Navertica, a certified Microsoft Partner, has produced an offer of e-commerce solutions under one roof, along with the provision of an e-shop on the Kentico CMS platform. With these solid foundations, it was possible to start planning an ecosystem that would provide the best shopping experience, regardless of whether the purchase is made in a brick-and-mortar store, on an e-shop, or through a wholesale order interface. With the help of our professional experience in the field of financial and economic management, sales, warehouses and logistics, we determined the required number of users as a trusted partner and strategically designed and optimized the entire system. The transition from the old system to the new one was planned to be minimally restrictive. The migration took place at a time of minimal workload, the stores only had to operate with the help of paper receipts for approximately one day.

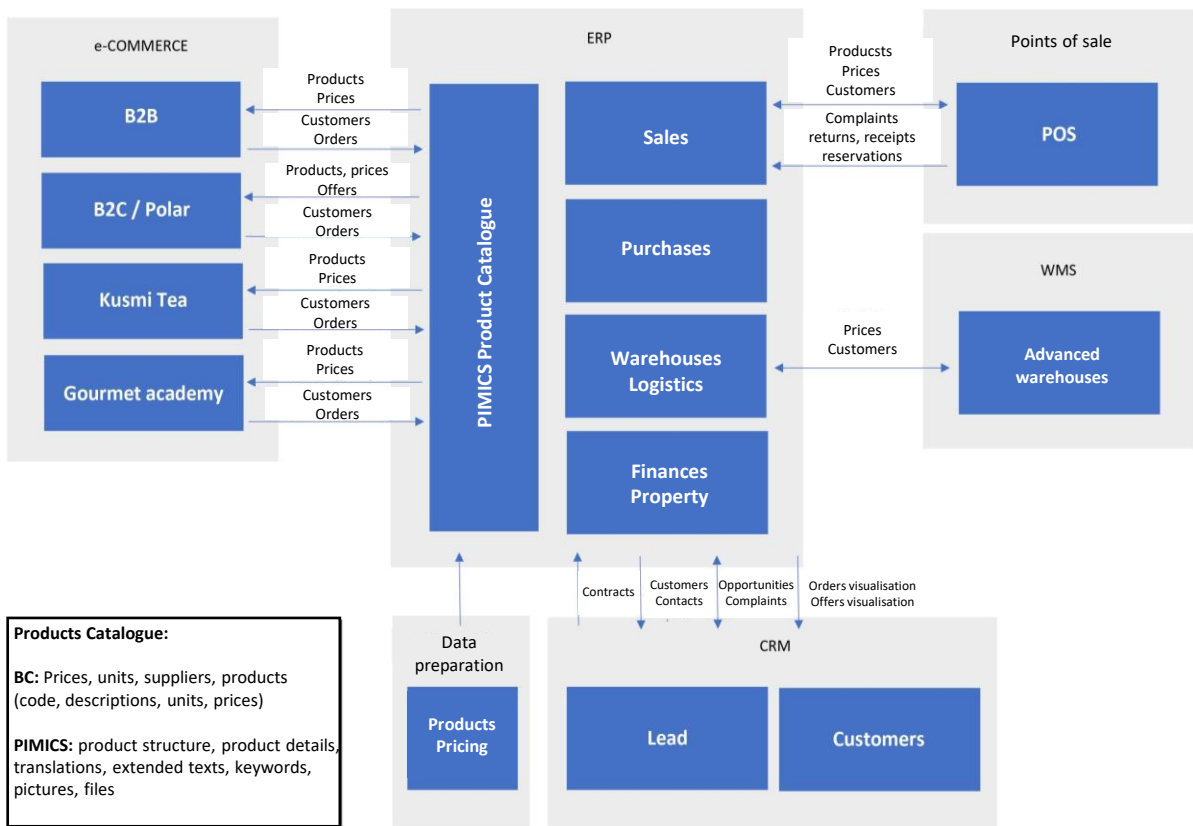


Lukáš Krch, CEO of Potten & Pannen – Staněk group and Martin Ingr, CEO of NAVERTICA a.s.

potten&pannen

Stanek

Potten & Pannen architecture design



Solution benefits and overarching processes

The new ERP system took care of purchasing, sales, logistics and finance, warehouses are handled by an external system that is connected to ERP. The improvement also affected the operation of the stores, where, thanks to the use of a thin client, it is possible to access the central system from any peripheral device. A big change also occurred during the purchase itself at a brick-and-mortar store. It is now possible to pre-prepare and calculate the customer's purchase using a tablet, saving valuable minutes that the customer would otherwise spend at the cash register. It is also possible to send a receipt to the customer by e-mail or make registered purchases, which allows viewing the purchase history of a specific customer. Greater convenience is also provided to the customer who purchases via the e-shop. He now receives accurate information about the status of the order, and if he chooses the pick-up option at the store, the information about picking up the order is sent to him earlier, since this process no longer relies on input from the salesperson, who sent notifications manually. The integration of PIMICS and Navertica Banking also improves the matching of payments to individual orders, which contributes to their rapid processing.

"A big advantage is the reporting, which is connected to a single database and is user-friendly. I create my reports in PowerBI. One of the biggest added values is the synchronization between the ERP and the [B2B and B2C] e-shop."

Lukáš Krch, CEO of Potten & Pannen – Staněk group

Thanks to the automatically ongoing check of the availability of goods, there cannot be a situation where the customer would order goods that are not in stock, or when two shoppers would order goods in the same quantity and at the same time so that there would not be enough of them. It is thus guaranteed that what is shown as available in the store is in stock. There has also been an improvement in the parameters of e-commerce platforms from the point of view of the customer and his behavior. Better conversions and better orientation of the client on the website are achieved. The ERP system and PowerBI are also connected to the CRM system, based on the PowerApps platform. It is effectively used primarily by salespeople and the customer department to record individual cases and pipelines. Due to its use to record all contacts and requests, it is an effective tool to manage the customer department. The entire process of implementing the new systems, including the previous negotiations within Potten & Pannen – Staněk, took 15 months.



Evaluation by the client

The new system is used across the entire company, primary users include employees from the areas of sales, logistics, customer center, product management and finance. All of them are helped by the system to build a better relationship with customers, set prices and product information and project it to websites, stores and partner system. It is also used in accounting, invoicing, reporting and EDI communication, while the work is facilitated by the fact that all products are integrated with each other using an API interface.

The client very positively evaluates the operation of the company in online mode and the possibility of automating company processes with the possibility of connecting third-party applications. The implemented changes are also successful with employees from all areas of the company, namely the customer reports satisfaction with order automation, which currently works fully independently even for orders from wholesale customers. He also sees considerable added value in the customization of the system according to the requirements of individual departments and the fact that the entire system is integrated with WMS, allowing unified product management, while remaining a robust platform for B2B partners and electronic communication using EDI. The possibility of future expansion of the system is also very welcome.

Extent of the license

- Anveo EDI Connect Premium Package
- Navertica Complaint Management
- Navertica Banking CZ
- Navertica POS Base CZ
- Navertica Warehouse Mobile
- PIMICS
- Power BI Pro
- Dynamics 365 Business Central
- Power Apps Per App Plan
- Power Automate per User Plan
- Print Node



Further development options

The operational visions of Potten & Pannen – Staněk group include the implementation of a loyalty program, complete automation of the sale of Gourmet Academy services, dynamic pricing, the eventual introduction of digital price tags and the implementation of approval workflow of documents. We are ready to fully participate in the fulfillment of these visions.

As a modern, internationally operating and certified partner of ERP, CRM and Microsoft 365 solutions, we can advise you on how to comprehensively set up new company-wide processes. We apply Best Practices when connecting finance, business processes and logistics.

We have been operating on the business information systems market for 30 years and help improve the economic results of our customers not only in Czechia and Slovakia, but also implement software solutions for customers in many European countries, in South Africa and in the USA.

We would be happy to become your expert advisor!