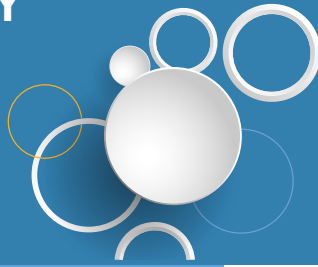


## CASE STUDY FAIS GROUP



## FAIS GROUP UPGRADES THE INFORMATION INFRASTRUCTURE THROUGH THE MODERNIZATION AND AUTOMATION OF PROCESSES OFFERED BY ENTERSOFT SOLUTIONS

### Sector

Apparel

### Customer Profile

Since 1978 Fais Group has been representing some of the most prominent brands of the Greek and global markets, associated with the representation of Nike in Greece while engaging in multiple activities besides the apparel market.

### Users

187

### Challenge

Upgrading the information structure and internal reorganization to support the evolutionary path of the group, was a priority for the creation of an integrated management system and supervisory overview of the multiple and heterogeneous activities in Greece and abroad with the necessary data synchronization without manual intervention.

### Solution

Entersoft Business Suite  
Entersoft WMS

### Benefits

- Integrated Management reporting
- Full visibility of all commercial activities
- Improved store management
- Efficiency increase

“By upgrading our information systems to the Entersoft Business Suite we were able to transform our business infrastructure to an integrated platform that feeds us with rich information. Entersoft has become an invaluable partner for our group's business plans, since in a short period of time our investment has yielded qualitative and quantitative results, exceeding our expectations”

*Rena Kotzamanidi*  
CIO at FAIS Group

### The Company

Since 1978 Fais Group has been representing some of the most prominent brands of the Greek and global markets, associated with the representation of Nike in Greece while engaging in multiple activities besides the apparel market. Fais Group consists of 20 companies in Greece, Bulgaria and Cyprus with brands such as Under Armour, Puma, Mango, Donna Karan New York (DKNY) in Greece, Romania, Bulgaria and Cyprus, while Kalogirou and Haralas retail chains are included in its core market, the luxury brands industry. Including the sporting gear business unit (with brands such as the Swedish Tretorn, the American Prince, the Adidas stores but also Wilson, Fila, Mexx, Umbro, New Era, Mistral, Freddy, Hummel, Banana Moon, etc.), the group's revenue exceeds €100 million in steady profitability. Aiming towards continual development, Fais Group keeps investing in retail with new store design,

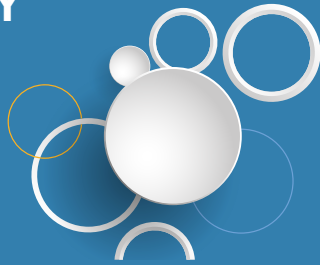
### The Challenge

For Fais Group, the **upgrade of its IT infrastructure** and internal reorganization in order to support the group's continual growth and emerging needs, was a main priority. The company was in need of an integrated system for the management and oversight of multiple and diverse activities in Greece and abroad. The current first-generation ERP had limited capabilities and lacked evolutionary structure, resulting in custom adjustments that could not meet the group's ever-increasing needs, while were also led by the current ERP's limited functionality, instead of being based on actual requirements. The management and placement of goods in the warehouse according to the 4 item dimensions (color/size/season/quality) was being performed manually, matching items and sizes from master excel files, and required human intervention.



At the same time, the lack of synchronization of inventory, sales and product reservations data, from physical and online sales channels to the central system, was a time-consuming manual process, where the absence of user permissions/ access rights and security safeguards led to constant data entry errors.

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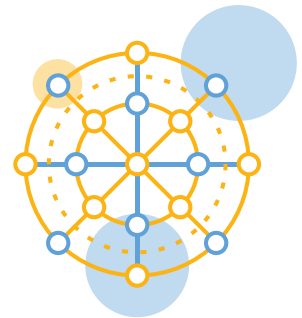
The result of all the above was a multiple systems infrastructure using connecting bridges, which delayed or made it impossible to extract accurate, reliable and consolidated information for the management team.

More specifically the restrictions and challenges that had to be faced were:

- The **complexity** of the group's operations with commercial activities in multiple and different markets/sectors within and outside Greece, made it harder to integrate companies of the group (regardless of their accounting status) into a common database.
- The **training and adaptation** of staff in a way that would allow for a smooth and seamless transition to the new integrated solution, and the replacement of long-established processes.
- The **data synchronization and real-time system updates** regarding product transfers and reservations (at physical and online stores), including intra-group data exchanges, amongst companies with different VAT numbers.

### Solution & Innovation

Aiming at the radical upgrade of its IT infrastructure, Fais Group reviewed Entersoft's solution, but also its many years of experience and expertise in the implementation of high specification projects. The group, having positively evaluated the provision of a fully integrated solution by a single software vendor for approximately 400 users in Greece and Cyprus and 40 users in Bulgaria and Romania, trusted Entersoft Business Suite solutions (ERP and WMS), implemented by Entersoft's partner KNOW HOW CONSULTING.



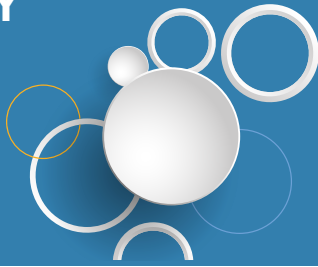
Specifically, the current system was replicated through the creation of a **superset of processes** that supported fast and accurate data mapping from the existing infrastructure to the new platform. The implemented mapping and grouping scenarios, involved >800 brands of foreign Houses represented by Fais group, with the aim to **automatically update** the system as needed when a change occurs. At the same time, the group's multiple activities in sectors other than apparel (e.g. lighting solutions, cement, solar panels, etc.) and with different modes of operation are now integrated into a single system.

The major challenge of simultaneously monitoring and updating the available stock for three e-shops was overcome by implementing an **automated Omnichannel approach**, where for each sale (either at a physical or an online store) an order reservation is automatically created based on prioritization algorithms, starting an intra-transfer process until the items reach the final invoicing point. Each step of the process is visible through the system to stakeholders, providing a visual overview for each item. At the same time, an algorithm for **allocating stock to customer orders** based on priority is activated, to cater for insufficient stock for processing all orders.

The combined implementation of ERP and WMS was completed with reports generation with rich statistical analysis, interactive dashboards and in-depth information for real-time insight not only for the group's management team, but also for the foreign companies it represents, on a daily and weekly basis.

# CASE STUDY

## FAIS GROUP



# FAIS GROUP UPGRADES THE INFORMATION INFRASTRUCTURE THROUGH THE MODERNIZATION AND AUTOMATION OF PROCESSES OFFERED BY ENTERSOFT SOLUTIONS

## Areas of Improvement

Provides **lease management** of shopping centers, utilizing multiple corporate parameters of the new ERP in a single database



**Automates updating of items**, in relation to the 4 tracking dimensions (color/size/season/quality), eliminating manual entries

Can replace existing operating systems and **integrate** all commercial activities of each brand (sales, purchasing, cashier management, ordering, checks, transactions, intra-movements, etc.).

Enables **intra-group exchange** of goods through an automated process, irrespective of the country where the goods will be delivered

**Categorizes Users** (in back-office and at stores) based on level of responsibility and generates access rights in the system, introducing strict security safeguards to prevent errors



Enables **centralized inventory management**, controlled traceability and easy recording of specific transfers and events at physical stock ensuring rapid, reliable and automated inventory management in the warehouse.

**Manages stores** per shopping center and calculates charges for each store based on lease contract and other costs.



Tracks **purchased goods and consignment** with delivery and payment oversight, through prioritizing delivery of purchased versus consigned merchandise

Creates **automated document exchange** scenarios with department stores

Generates **order proposal** for stock replenishment based on sales history

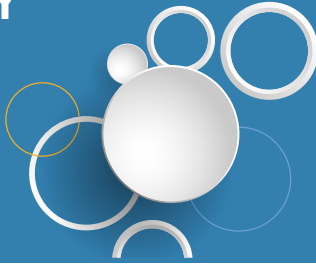
Implements personalized **discount policy for loyalty club members**, based on specific algorithms entered into the system



Allows for **automated collections** via the DIAS platform

# CASE STUDY

## FAIS GROUP



FAIS GROUP UPGRADES THE INFORMATION INFRASTRUCTURE THROUGH THE MODERNIZATION AND AUTOMATION OF PROCESSES OFFERED BY ENTERSOFT SOLUTIONS

## Qualitative benefits



Elimination of fragmented data from different systems and integration in a **single, homogeneous platform**



Complete, integrated, reliable, and real-time overview of **all commercial activities**



**Reliable inventory and stock data** at physical and online stores



**Reduced operational expenditure** by minimizing manual processes



**Full data visibility** for all stakeholders



**Increased productivity** in the back office and at points of sale



**Automated generation of reports and statistical analyses** that add value and validate business decisions

## Quantitative benefits



**60%** Saving administrative time

**98%** Data quality

**78%** Speed of data update in ERP



**65%** Increase in efficiency



**95%** Decrease of errors in back office processes

**65%** Data entry time reduction



**35%** Decline in overtime