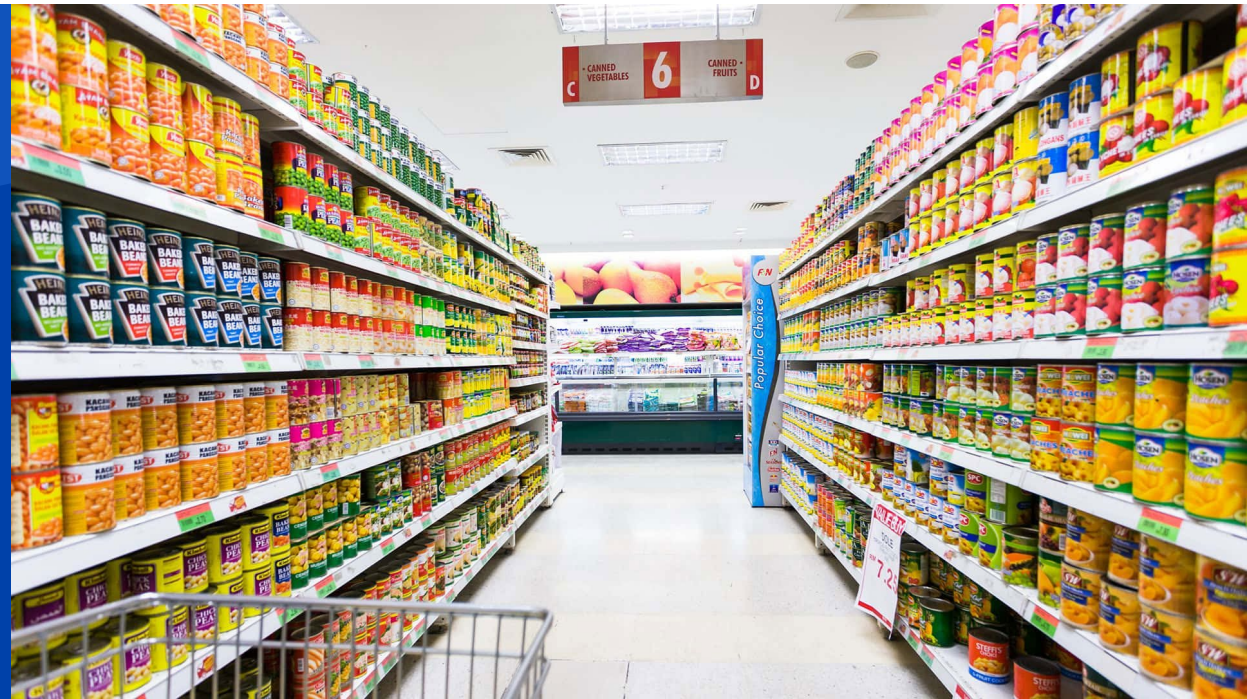
# Dynamics 365 for Hypermarkets

## Our Transformation Playbook For Success

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# Agenda

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| | |
|---|---|
| 01 | Problem We are Solving |
| 02 | Our Solution |
| 03 | Our 100 Day Retail Transformation Playbook |
| 04 | The Advantages of the Playbook |
| 05 | Support Needed From Customer |
| 06 | Project Phases and Timeline |
| 07 | Delivery Model |

# Core Business Model for Retail Discount, Supermarket and Hypermarket

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These chains operate with a **low-cost, high-volume** business model, offering products at lower prices than traditional retailers.

This model focuses on **efficiency, streamlined operations, and minimal overhead costs** to maintain profitability.

## Operating Model

- Low-cost and lean store operations
- Low prices and higher volumes
- Limited assortment / SKUs

## Business Strategy

- Everyday low prices, Dynamic pricing
- Customer loyalty programs
- Streamlined supply chain operations
- Expanding into online commerce

# ERP Solution Selection Parameters

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## Business Capabilities

- Meets future regional business needs
- Easy to integrate
- Shorter time to market
- Off the shelf solution
- Retail feature-rich product roadmap

## Technology

- Highly configurable
- Flexible, scalable, modular architecture
- Aligned with global technology roadmap
- Integrable with other enterprise solutions

## Execution

- Prioritized business/ technology capabilities
- Feature-based continuous delivery
- Ease of user adoption
- Quality of support from Product and SI partner

## Cost

- Low implementation cost
- Low recurring expenses
- Simple licensing
- Low infra costs to run and scale

# Problem We Are Solving

## Our Tailored Implementation Playbook for Grocery Retail, Supermarkets and Hypermarkets

Implement a unified, cloud ERP that is highly modular, scalable, integrable and adaptive to the business model with a lower TCO

Adopt a rapid, business MVP focused implementation approach to beat competitors and seize the market opportunity

Leverage out-of-the-box business processes to accelerate deployment, reduce complexity, and ensure a stable operating model from Day 1.

Enable end-to-end supply chain and warehouse integrations including 3PL at back end, store hardware and payment connector at POS

Deliver operational efficiency and financial transparency by streamlining procurement, sales, inventory, and finance processes within a unified, modern platform tailored to the business model

# Our Solution

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## 100-Day Transformation Playbook

Our rapid, de-risked end to end approach to implement and deploy the solution

**Modern, cloud-first, AI-powered, integrated solution to**

**Build Foundational capabilities**

**Support Rapid Business Growth**

**Reduce technology risks with low TCO**

# Our 100 Day Retail Transformation Playbook

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| Phase | Initiate and Align | Build and Test | Validate and Prepare | Launch and Operate |
|---|---|---|---|---|
| **Duration** | **Week 1-3** | **Week 4-9** | **Week 10-12** | **Week 13 -14** |
| **HIGH LEVEL ACTIVITIES** | • Lock charter and MVP scope<br>• Define project workstreams (core retail / supply chain / finance / etc.)<br>• Assemble teams and assign workstream leads<br>• Perform Business Process Cataloguing for rapid fit-gap decisions<br>• Setup infra and environments | • Complete full OOB setup<br>• Iterate for customizations (local / legal requirements, custom reports, in-store apps, etc.)<br>• Iterate for integrations (payment connector, store hardware, 3PL and others)<br>• Parallelize production box setup and timebound pre go-live activities (master data, PO, receiving, etc.)<br>• End to End QA | • Run E2E UAT cycle with business users and obtain sign-off<br>• Fix all residual bugs and achieve code freeze<br>• Validate key / heavy transactions and interfaces for performance and scale<br>• Refine and freeze detailed deployment plan and conduct dry run<br>• Complete all pre go-live activities in prod box<br>• Conduct store and BO user training<br>• Plan for production support handover | • Execute deployment plan<br>• Commence 24 / 7 hypercare support<br>• Deploy teams for in-store / on floor support and training needs<br>• Activate application performance monitoring<br>• Expand new store openings as per staggered ramp up strategy<br>• Plan for hot fixes and fast follow enhancement releases<br>• Ensure seamless transition to support team towards end of hypercare |
| **DELIVERABLES** | • Finalized scope and contract<br>• Final list of requirements<br>• List of configurations and customizations (minimal)<br>• Test scenarios and training base<br>• Environments and topology | • Fully tested solution spanning configurations, customizations and integrations<br>• Test summary report and release notes<br>• Cutover plan / deployment strategy | • Test closure report<br>• Known Issues and Workarounds<br>• Final deployment plan<br>• Production box ready to launch<br>• Training assets and SOPs | • Incident reports and RCA<br>• Plan / schedule for hot fixes<br>• Application performance reports<br>• Project closure report |
| **DIFFERENTIATORS** | • BPC to accelerate solution modelling<br>• Solution blueprint ready and MSFT reviewed<br>• Early QA and conference room pilot (CRP) for OOB config | • Plug and play in-store app bundle for industry use cases<br>• Pre-built custom reports relevant to POS and BO<br>• AI-powered automated testing leveraging Leapwork | • Mock deployment run<br>• Staggered store rollout strategy<br>• Tested rollback strategy<br>• Onsite teams for running Command Center | • Consultants as users for in-store and BO support<br>• Dedicated 24 / 7 Hypercare team enabling swift response<br>• Application performance reports |

# The Advantages of the Playbook

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- A repeatable implementation framework refined over multiple customers and deployments
- Pre-built industry solution templates for Commerce, Finance, SC, WH, etc.
- Stunning team spanning product and domain experts with technical thought leadership
- Day 1 jumpstart enablers around custom in-store apps, reports and QA automation
- Focus on AI agent capabilities for a differentiated digital experience
- Ability to compress timelines through “configure first approach”
- An objective and prioritized plan that removes ambiguity
- Distributed team with lean onsite and extended offshore for fats paced delivery with controlled cost
- Microsoft FastTrack to ensure industry best in class implementation with zero technology risks and low TCO

# Support Needed From Customer

| Area | Before Kick Off | Initiate and Align | Build and Test | Validate and Prepare | Launch and Operate |
|---|---|---|---|---|---|
| **Facility** | Finalize Store Facilities, Ramp Up strategy | | | | |
| **3PL / Integrations** | • 3PL Partner Selection and Contracting<br>• Finalize Payment Service Provider | Integration method for 3PL and other integrations | Initial stock up PO creation and flow | 3PL Goods Receipt in stores<br>Store Transfers for stocking the shelves | |
| **Hardware** | Store and WH hardware identification | Ensure compatibility with Store Commerce App, Warehousing app | | | |
| **Data** | | Master data for setup (product / vendor / pricing) | | | |
| **Infrastructure** | | Fit for 24 / 7 operational resilience | | | |
| **Regulatory Requirements** | Any critical requirement that may warrant ISV | | | | |
| **Solution Testing** | | | Commence UAT execution | Complete UAT execution and provide sign-off | |
| **OCM** | | Initiate OCM | Early CRP | End user training<br>SOP management | |

# Project Phases and Timelines

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Analysis

Solution Blueprint Review

Periodic Review

Cutover Review

Final Solution Review

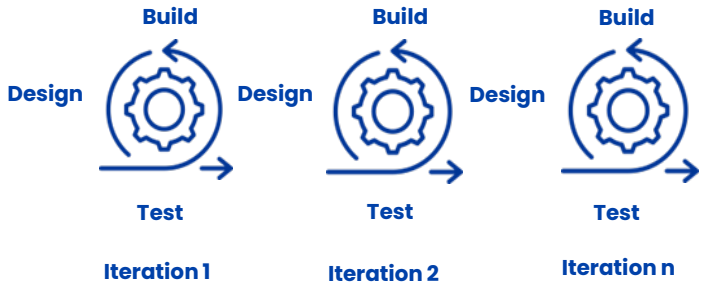
## Initiate & Align

3 Weeks

- Team Onboarding
- Stakeholder Alignment & Kickoff
- Finalize requirements and freeze scope
- Perform fit gap
- Identify out of the box solutions
- Propose alternate solutions to reduce customizations
- Finalize solution design
- Master Data Management

## Build & Test

6 Weeks




4 Weeks

## Validate & Prepare

3 Weeks

## UAT

- Ensure cutover readiness
- Pre Go-Live Workshop and Review
- Post Hypercare Support Planning

## Launch & Operate

2 Weeks

## Deploy

| Pilot-Week 1 | Week 2 | Week 3 |
|---|---|---|
| Wave 1 Stores | Wave 2 Stores | Wave 3 Stores |

- Execute cutover
- Put solution into production

## Hypercare

- Provide hyper care support and stabilize
- Post Go-live Review

**Project Management | Risk Management | Change Management | Knowledge Management | Continuous Testing | Release Management | Environment Management**

**Overall Timeline Duration – 14 Weeks**

Involvement of Microsoft Fasttrack Team

# Delivery Model

# Solution Key Tenets

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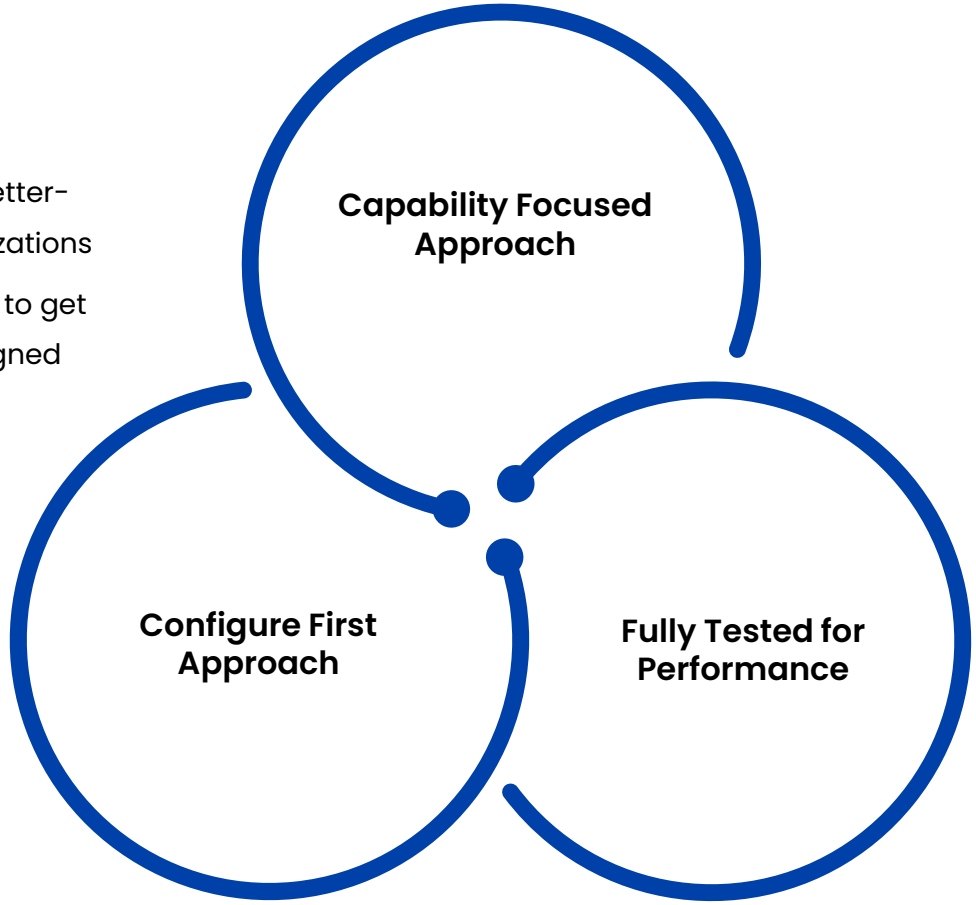
## CONFIGURE FIRST APPROACH

- "Configure First" approach to deliver a better-designed solution with minimal customizations
- Early hands-on experience for end users to get timely feedback to deliver a better-designed solution




**SPEED | AGILITY | QUALITY**

## CAPABILITY FOCUSED APPROACH

- Capability focused solution modelling aligned to product squads for faster value realization and feedback from stakeholders
- MVP-based approach with multiple value drops
- Test-driven delivery with early validation by business users

## FULLY TESTED FOR PERFORMANCE

- 360-degree test coverage
- Test early, test often approach
- Ensure solution scalability to support business growth

# Our Commitment to building a Digital Alliance

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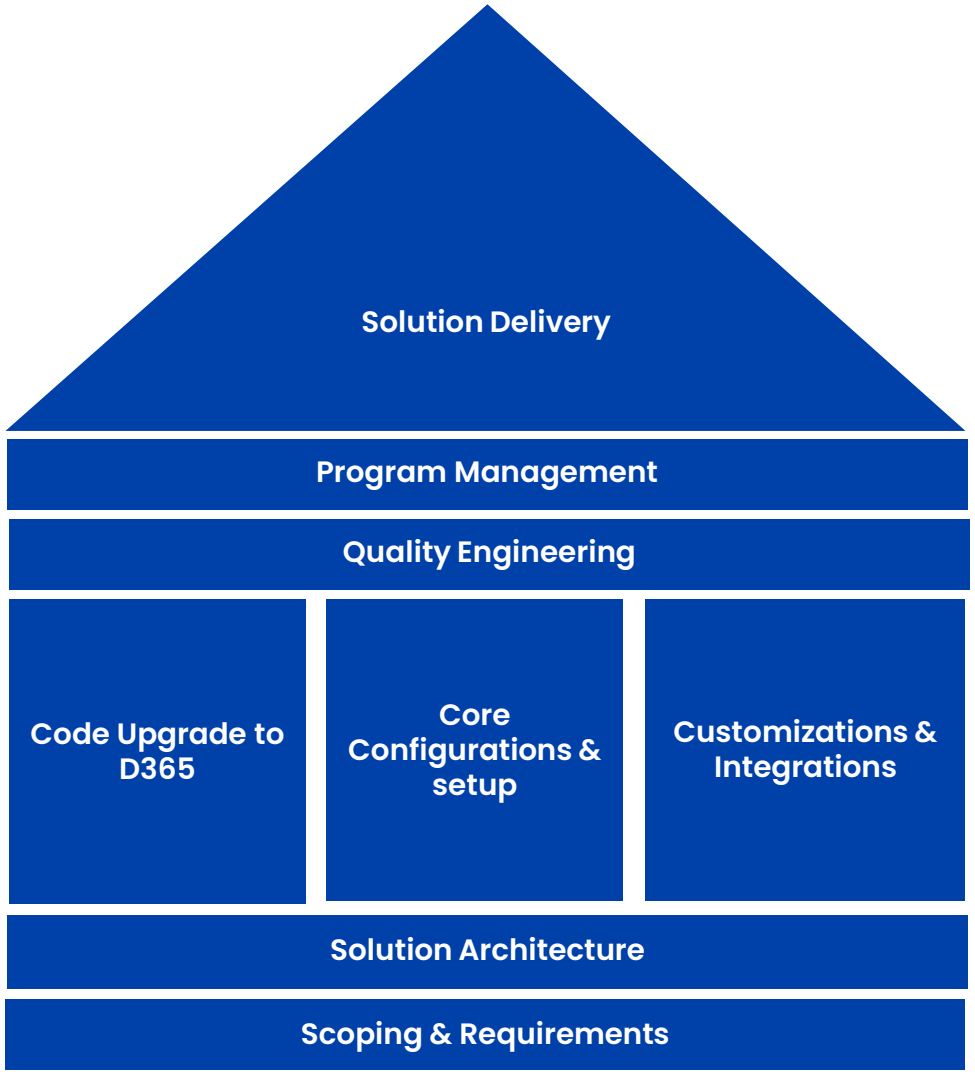
**To co-create a success story, setting benchmark for retail transformation in the region**

| | | | | |
|---|---|---|---|---|
| Key Focus | Bringing to life meaningful experiences for end users | Coordinating business and technology to adopt prioritized delivery | Strategic alignment with customer's broader digital vision | Implement agile ways of working |
| What you'll get | Expertise delivering a better designed D365 environment | MVP focused approach, with fast follow releases to roll out new capabilities | Flexible and scalable partner with enterprise thought leadership in Microsoft ecosystem | Faster, cost effective delivery to business enabling faster time to market |

# Our Integrated Delivery Model




## *is built on the bedrock of…*

Current state assessment, business expectations from the platform and requirements elicitation..

Structured with engineering tracks to assess, solutionize and deliver as per roadmap & follow through on releases in line with customer asks…..

…working together under a singular vision of solution architects

…..Fronted by seasoned technical program management and engineering team as a single unit for customer to help navigate through complexities of the program.

Business | Process | Technology | Tools | People

*Fit-Gap Analysis | Solution Blueprinting | Prioritizing Initiatives | Technical Excellence | Continual Service Roadmap*

# We Succeed By…

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**…Bringing learnings from similar other programs we have delivered**

| PEOPLE | PROCESS | DOMAIN & TECHNOLOGY |
|---|---|---|
| Right shoring and right skilling | E2E Program Management | Experience in the FMCG industry |
| Seasoned team to deliver matured best in class solutions | Full delivery ownership | Deep expertise and thought leadership in Dynamics 365 Business Applications |
| Local onshore team and extended offshore teams | Ensuring scope and solution alignment upward and downward | Experience in diverse integration patterns between D365 and other apps |
| D365 certified resources with the right team mix | Providing the right recommendations | Knowledge of multiple ISVs to minimize customizations |
| One-stop shop with all skills needed to make the program a success | Removing obstacles and inhibitors, solutions oriented | Optimization and improvement of system processes |
| Access to broader Dynamics 365 practice internally | Driving organization change management | Supporting one version strategy for seamless upgrades |
| | | Release management, continuous monitoring for performance |

# ...Expediting Key Decisions

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## ...Maintaining focus on business-centric MVP solution

| Option # | Pros | Cons | Recommend |
|---|---|---|---|
| Option 1: Release at Go Live; backlog current build items | • Ensures no impact to 20-25% of consumers that checkout with this payment method<br>• No impact to checkout experience and conversion<br>• Continuity of mobile payment option for consumers<br>• Continues to provide positive consumer experience for mobile and online payments consumers<br>• No awkward messaging to consumers or contacts to Customer Care<br>• Allows the ability to A\|B test Apple Pay versus PayPal before season | • Incremental build expense<br>• De-scope current build items to R1 (July)<br>  • RGIS Inbound\Outbound<br>  • TMS interface<br>  • SPIFF Incentive<br>  • Friends & Family Interface<br>  • RDD - Inventory<br>• PayPal dependency for technical assistance and validation<br>• Build would occur during period that was expected to be utilized for solution testing causing resources to be pulled from testing to support development<br>• Minimizes ability to intake critical PCRs and increases items to be tested at R1<br>• Not recommended by Microsoft | |
| Option 2: Do not build, and release in R1 | • Decreases concern about extending initial build into initial solution testing<br>• Provides the ability to intake critical PCRs that occur during design and build phase over the next two months<br>• Longer lead time to procure PayPal technical resources<br>• Opportunity to influence customer product roadmap and potential development | • Revenue impact between ~1.25M to upwards of ~7M<br>• Impacted consumers may not choose to shop at Customer store in the future<br>  • Decreased future revenue due to loss of repeat visit<br>  • Increase marketing spend to reacquire<br>• PayPal may determine we are out of contract compliance<br>• Build would occur during period that was expected to be utilized for Go Live and Hypercare. Resources could be pulled from testing to support development<br>• PayPal would account for the majority of the R1 backlog release<br>  • Minimizing ability to release other functionality<br>  • Funding need expected to achieve all backlog items | |
| Option 3: Delayed build and delayed release (mid-April) | • Silo'ed development minimizes impact to main delivery timelines<br>• Provides the ability to intake critical PCRs that occur during design and build phase over the next two months<br>• Longer lead time to procure PayPal technical resources<br>• Minimal impact to consumers<br>• Minimal impact to checkout experience and conversion<br>• Continuity of mobile payment option for consumers<br>• Continues to provide positive consumer experience for mobile | • Development cost $85K<br>• Impacted consumers may not choose to shop at customer store in the future<br>• Revenue risk (minimal compared to option #2)<br>• PayPal may determine we are out of contract compliance<br>• Build would occur during period that was expected utilized for SIT 2/3.<br>  • Resources could be pulled from testing to support development | |

**SAMPLE KDD TEMPLATE**

# …Accompanied With

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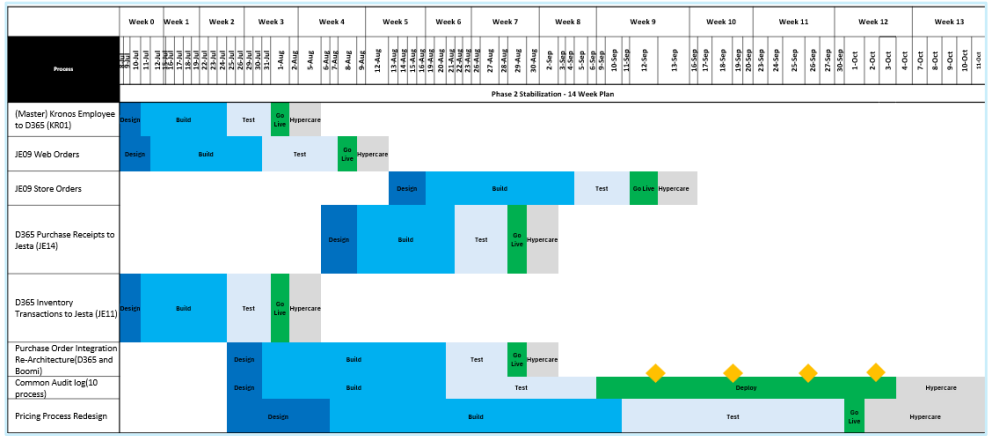
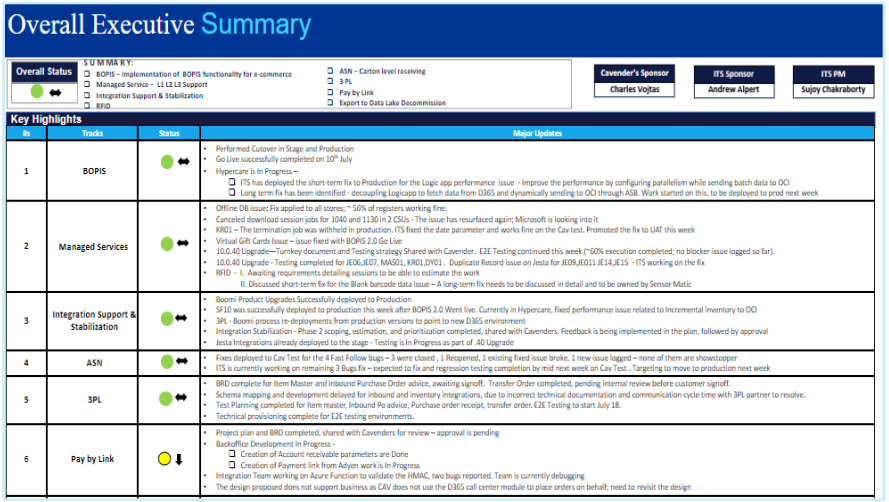
## …Real time, single and transparent view of the program




| Item ID | Description | Category | Criticality |
|---|---|---|---|
| PL1 | Calendar Events | | |
| PL1.1 | Holiday calendar & key days/dates for sales, support coverage | Process | Must Have |
| PL1.2 | Key dates for store bulk receiving of shipments, replenishment | Process | Must Have |
| PL1.3 | Collection of the Store Timings for the Holiday Period | Process | Should Have |
| PL1.4 | Obtain list and calendarized details of all holiday promos to be used | Process | Must Have |
| PL2 | Resource Planning | | |
| PL2.1 | Identify additional capacity requirements (L3 Support, QM, RES Dev etc.) | People | Must Have |
| PL2.2 | Shift roster preparation & virtual command center | People | Must Have |
| PL2.3 | Prepare critical resource & contact list | People | Must Have |
| PL2.4 | Vacation/PTO plan for the team | People | Must Have |
| PL2.5 | Plan resource support from other client business applications (DMX, Maple Lake, Store Force,EIM, SAP, etc.) and escalation matrix | People | Must Have |
| PL2.6 | Plan resource support from Microsoft (MSPG, MS Support Services, MS Dev, etc.) and escalation matrix | People | Must Have |
| PL2.7 | Plan resource support from 3rd parties (SVS, Adyen, Avalara, Tibco etc.) and escalation matrix | People | Must Have |
| PL2.8 | Identify onsite associates for in-store support (on need) | People | Should Have |
| PL2.9 | Identify and plan SME from business & IT and confirm their availablity during Holiday | People | Must Have |
| PL3 | Training & Enablement | | |
| PL3.1 | Plan training on process changes/gaps for stores and L1/L2 teams/new hires | Knowledge Mgmt | Must Have |
| PL3.2 | Prepare RASCI matrix and define roles & responsibilities | Process | Must Have |
| PL3.3 | Training plan for high volume L1/L2 incidents | Knowledge Mgmt | Must Have |
| PL3.4 | Create a dedicated repo (DTC Peak) in Teams/SharePoint to make all artifacts accessible centrally | Knowledge Mgmt | Must Have |
| PL4 | Infra Planning | | |
| PL4.1 | Identify any additional manual monitoring is required during Holiday period | Process | Must Have |
| PL4.2 | Identify additional infra components, servers/memory - capacity planning | Infrastructure | Must Have |
| PL4.3 | Identify New Hardware Requirements for Stores (additional | Infrastructure | Must Have |

PLAN | REHEARSE | EXECUTE | RETROSPECT | Risks & Mitigation



Overall Executive Summary

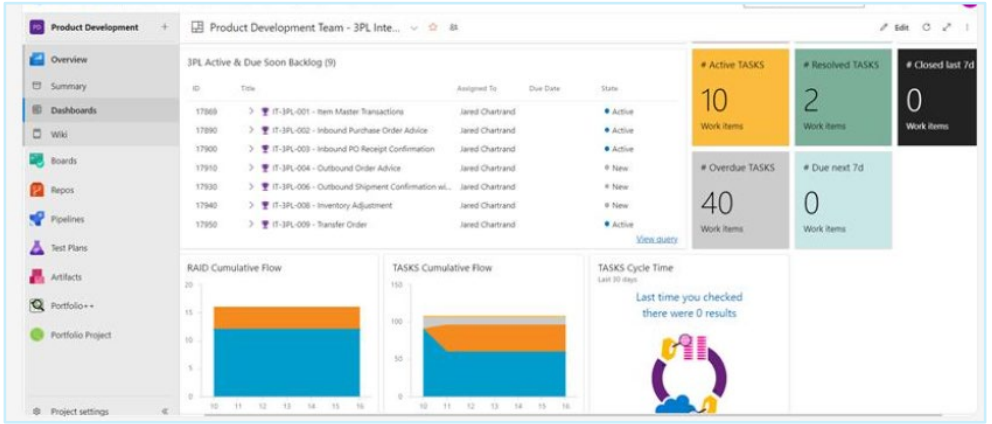
Overall Status

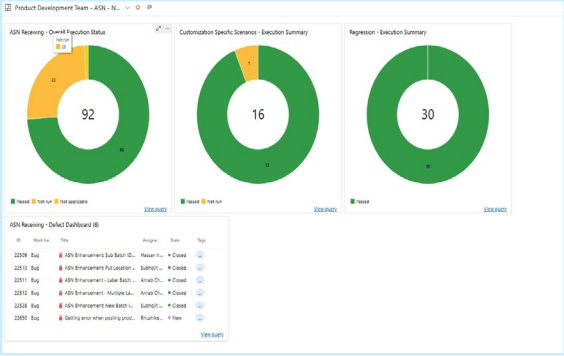
SUMMARY:
- BOPIS – Implementation of BOPIS functionality for e-commerce
- Managed Service – L1 L2 L3 Support
- Integration Support & Stabilization
- RFID
- ASN – Carton level receiving
- 3 PL
- Pay by Link
- Export to Data Lake Decommission

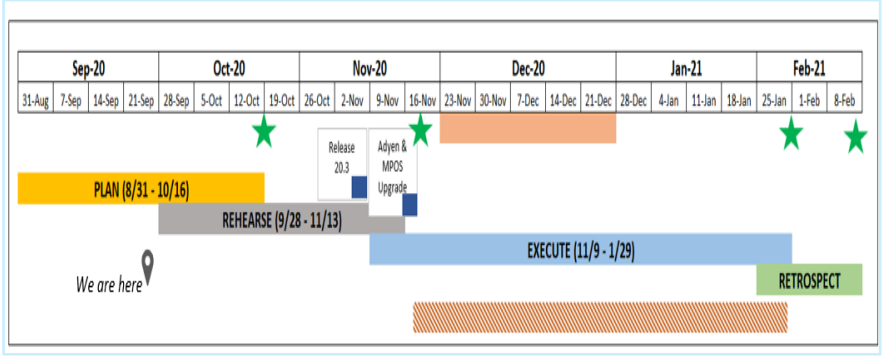
Cavender's Sponsor: Charles Vojtas
ITS Sponsor: Andrew Alpert
ITS PM: Sujoy Chakraborty

Key Highlights

| #s | Tracks | Status | Major Updates |
|---|---|---|---|
| 1 | BOPIS | | • Performed Cutover in Stage and Production<br>• Go Live successfully completed on 10th July<br>• Hypercare is In Progress –<br>☐ ITS has deployed the short-term fix to Production for the Logic app performance issue - Improve the performance by configuring parallelism while sending batch data to OCI<br>☐ Long term fix has been identified - decoupling Logicapp to fetch data from D365 and dynamically sending to OCI through ASB. Work started on this, to be deployed to prod next week |
| 2 | Managed Services | | • Offline DB issue: Fix applied to all stores; ~ 50% of registers working fine.<br>• Canceled download session jobs for 1040 and 1130 in 2 CSUs - The issue has resurfaced again; Microsoft is looking into it<br>• KR01 – The termination job was withheld in production. ITS fixed the date parameter and works fine on the Cav test. Promoted the fix to UAT this week<br>• Virtual Gift Cards Issue – issue fixed with BOPIS 2.0 Go Live<br>• 10.0.40 Upgrade—Turnkey document and Testing strategy Shared with Cavender. E2E Testing continued this week (~60% execution completed; no blocker issue logged so far).<br>• 10.0.40 Upgrade - Testing completed for JE06,JE07, MAG01, KR01,DY01 . Duplicate Record issue on Jesta for JE09,JE011 JE14,JE15 - ITS working on the fix<br>• RFID - I. Awaiting requirements detailing sessions to be able to estimate the work<br>II. Discussed short-term fix for the Blank barcode data issue – A long-term fix needs to be discussed in detail and to be owned by Sensor Matic |
| 3 | Integration Support & Stabilization | | • Boomi Product Upgrades Successfully deployed to Production<br>• SF10 was successfully deployed to production this week after BOPIS 2.0 Went live. Currently in Hypercare, fixed performance issue related to Incremental inventory to OCI<br>• 3PL - Boomi process re-deployments from production versions to point to new D365 environment<br>• Integration Stabilization - Phase 2 scoping, estimation, and prioritization completed, shared with Cavenders. Feedback is being implemented in the plan, followed by approval<br>• Jesta Integrations already deployed to the stage - Testing is In Progress as part of .40 Upgrade |
| 4 | ASN | | • Fixes deployed to Cav Test for the 4 Fast Follow bugs – 3 were closed , 1 Reopened, 1 existing fixed issue broke, 1 new issue logged – none of them are showstopper<br>• ITS is currently working on remaining 3 Bugs fix – expected to fix and regression testing completion by mid next week on Cav Test . Targeting to move to production next week |
| 5 | 3PL | | • BRD complete for Item Master and Inbound Purchase Order advice, awaiting signoff. Transfer Order completed, pending internal review before customer signoff.<br>• Schema mapping and development delayed for inbound and inventory integrations, due to incorrect technical documentation and communication cycle time with 3PL partner to resolve.<br>• Test Planning completed for Item master, Inbound Po advice, Purchase order receipt, transfer order. E2E Testing to start July 18.<br>• Technical provisioning complete for E2E testing environments. |
| 6 | Pay by Link | | • Project plan and BRD completed, shared with Cavenders for review – approval is pending<br>• Backoffice Development In Progress -<br>☐ Creation of Account receivable parameters are Done<br>☐ Creation of Payment link from Adyen work is In Progress<br>• Integration Team working on Azure Function to validate the HMAC, two bugs reported. Team is currently debugging<br>• The design proposed does not support business as CAV does not use the D365 call center module to place orders on behalf; need to revisit the design |




**SAMPLE REPORTS**

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# Thank You!