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Unlimited growth

Carol's Daughter, an upscale beauty supply manufacturer and retailer, has the ultimate business venture story. It all started with founder, Lisa Price, experimenting with homemade fragrances and bath products in her kitchen in Brooklyn, New York. She then opened her first boutique, which led to an appearance on the Oprah Winfrey Show. Since then, the Carol's Daughter name has grown in popularity across North America and the signature line has sky-rocketed in sales.

To keep up with the unexpected growth since Price's appearance in 2002 and further celebrity endorsements, employees at Carol's Daughter worked tirelessly to produce, package and fulfil orders, both in retail stores and online.

For a company seeing double-digit growth, it was clear to the executive team that its current enterprise resource planning (ERP) system and online solutions provider were limiting progress. The two systems were not integrated and resulted in duplication of tasks to fulfil one order – each and every time. Further to this, the previous online provider could take up to a week to make any requested changes to the Carol's Daughter Web site. Online data was also not readily available, limiting visibility of company performance.

Carol's Daughter worked with

Cole Systems Associates to deliver a total solution that would provide the scalability and flexibility needed. A joint implementation of Microsoft Dynamics AX and Keyora's Webfoot e-business platform in 2010 proved to only add to the Carol's Daughter success story.

Cole Systems' partnership with Microsoft Gold Certified ISV provider, Keyora, meant there was a trusted relationship between all three organisations. The Webfoot e-business platform fully integrates with the new ERP system, removing the need for task duplication. Moving from a manual to 100 per cent automated process allows the organisation to grow sales and revenues without increasing headcount.

As the systems talk to each other in real time, online orders integrate the moment the customer submits a payment, with Dynamics AX able to process the order in a timely and efficient manner. Shipment carrier tracking information is provided to Dynamics AX through Web services and this information is passed back to Webfoot, with a link available to the customer directly in the sales order. The implementation of an integrated solution streamlines business processes at Carol's Daughter.

Any owner would want to know how their business is performing at any given time. The restrictions on the previous online solution did not allow for this, as Carol's Daughter

did not have access to this data. The open-source concept seen with Webfoot provides Price and her team full access to the database 24/7. Her team can create customised reports independently, knowing the professional service group at Keyora is available if ever assistance is required. The open-source software ensures Carol's Daughter has the ability to make changes to its Web site too, as Keyora provides full access to HTML templates and the content management system.

The scalability of the Webfoot e-business platform allows unlimited growth for the luxury retailer so its online solution can adapt to the organisation's vision. Never again can Carol's Daughter feel like it is 'selling too much'. With the implementation of Keyora's Webfoot solution and Microsoft Dynamics AX, the Carol's Daughter dream story can continue.

Carol's Daughter

Solution: E-business platform

Benefits: Streamlined business processes, scalability, better access to data

Technologies: Microsoft Dynamics AX, Keyora Webfoot e-business platform

Partner: Keyora, Cole Systems Associates