



ERP system to deal with variety of channels

CASE MARLIES DEKKERS

marlies | dekkers

CUSTOMER PROFILE

- ✓ Well known fashion brand
- ✓ 6 privately owned stores
- ✓ Retail operation in 6 countries
- ✓ Supplies 1,000 independent retailers
- ✓ 150 employees and 50 ERP users
- ✓ External warehouse

SOLUTION

- ✓ Microsoft Dynamics AX for Retail
- ✓ Wholesale iPad order-taking
- ✓ Flowfabric Product management system

To aid the expansion of the Marlies Dekkers branded fashion business, a modern system was needed to deal with a variety of channels to market including own stores, franchises, wholesale sales, online B2B sales and consumer web sales.

Marlies Dekkers launched her first collection under the fashion label "Undressed" in 1993 with the aid of a government grant. World-wide recognition and success followed soon after and by 2008 the brand had over 1,000 retail outlets.

FASHION DESIGN AWARDS

Marlies Dekkers has won countless awards for an innovative approach to fashion design for both men and women.

WHY HSO

HSO has deep fashion retail expertise, an international presence and a proven methodology with 250+ successful Dynamics AX projects.



For more information about Marlies Dekkers please check:
www.marliesdekkers.com

Microsoft Dynamics AX + HSO = Results

Retail continues to move at a dramatic pace. HSO delivers the technology that lets you keep ahead and serve your customers better than ever before.

COMMITTED TO RETAIL

Our commitment to retail runs wide and deep; we recruit the best people from the retail world, so if you're a merchandiser you can talk to a merchandiser. We have more than 25 years' experience as a trusted provider of retail ERP software.

EXPERIENCED PEOPLE

For the last 10 years we have focused solely on Microsoft Dynamics AX and have delivered more than 250 Dynamics AX projects, including the world's largest implementation for one of Europe's biggest multi-channel retailers.

We're currently the only specialist AX retail member of Microsoft's Dynamics Inner Circle and Presidents Club, an honour reserved for the top partners worldwide, so you can be confident in our expertise. You will like the predictability of our approach: knowledge, skills and results do the talking.

"HSO are flexible, adaptable and agile business partners. HSO participate in several Partner Advisory Boards and have a clear retail industry focus."

DOUG KENNEDY,
VICE PRESIDENT
MICROSOFT DYNAMICS
PARTNERS



Serious about retail

We recruit the best people from the retail world. If you're a merchandiser you can talk to a merchandiser



100% focused on Dynamics AX

We have delivered more than 250 implementations worldwide and are 100% focused on Dynamics AX



Trusted by Microsoft

Microsoft Dynamics Inner Circle and Presidents Club member; helping Microsoft shape the Dynamics AX roadmap



Global presence

340 Dynamics AX consultants worldwide supporting your multi-national objectives with a local presence



Strong on delivery

Tried and tested methodology appreciated by customers for predictability, consistency and results delivered



Big on service

No.1 in Microsoft's global customer satisfaction rankings for 5 years running – and we intend to stay there



retail®

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