

TVHconsulting
the ERP expert

How to align your information system with your strategy?

bébé 9

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FRANCE 2ND LARGEST NETWORK OF SPECIALIST BABY STORES,

Bébé 9 currently has 190 stores and franchises throughout France and Morocco. The Bébé 9 brand is owned by the France Maternité (FM) group, which has two subsidiaries: FM PLUS and FM SERVICES. With revenue of over €180 million and more than 82,000 m2 of retail space, Bébé 9 is continuing to expand with an average of 15 openings per year.

THE BUSINESS:

Designing and distributing a large range of baby products for expecting mothers and providing advice.

SECTOR CHALLENGES :

- Create collections that respond to the demands of the market
- Control and coordinate the supply chain
- Develop new distribution channels
- Comply with quality standards
- Negotiate attractive purchase prices

The project...

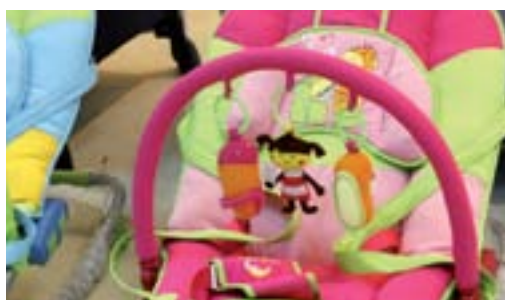
France Maternité's central office had a heterogeneous business management system and numerous custom developments. This lack of uniformity was reinforced by the stores having different business solutions. To solve these problems, France Maternité chose Microsoft Dynamics AX and TVH Consulting ADAX (Advanced Distribution for Microsoft Dynamics), a vertical solution for multi-channel distribution.

MIGRATION FROM LEGACY ERP TO MICROSOFT DYNAMICS AX.

« We wanted to evolve gradually from a central paying office into a central buying office, becoming a central ordering office in the interim. To do so, it was vital that we streamline and optimize the existing business processes and standardize the information systems of the central office and the subsidiaries.

It was also very important that we know what the stores were doing without their information systems being integrated.

We were convinced by the latest generation of Microsoft Dynamics AX, its B2B portal and TVH Consulting's rollout method. »





Anticipated benefits of Microsoft Dynamics AX[®]



« We will be able to receive management information for each store and provide customers with order updates. In addition, by centralizing information we will be able to buy at the best prices (promotions, campaigns, etc.) and reduce our inventory. Lastly, this tool will also assist us in managing the after-sales service for purchases that are returned to us.

As a whole, we expect the rollout of this solution to result in improved and more reliable exchanges between the central office, the stores, our suppliers and our online customers. »



**For further information:
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9 STRONG POINTS of the Microsoft Dynamics AX solution integrated by TVH Consulting

- › Flexible architecture which can adapted as needed for each phase of the project
- › Advanced functionalities with ADAX for multi-channel distribution
- › Data is centralized, unique, updated in real time and reliable
- › Management (purchasing volumes, promotions, catalogues, etc.) of transactions, tactics and strategy is made easier
- › Familiar user interface due to widespread use of Microsoft and Outlook
- › Integrated development tool
- › Integrated portal for the stores
- › Optimization of inventories and MRP results through monitoring of automated storage and retrieval movements
- › A «Supplier» portal



The advantages of the partnership with **TVH Consulting & Microsoft Dynamics**

- A team which scrupulously applies Microsoft best practices for technical and functional audits, translation and development
- Microsoft provides a clear roadmap for the product
- TVH Consulting and Microsoft are both sustainable companies
- Reliable and loyal teams with shared values
- Use of powerful technology which can be tailored to the needs and preferences of the company and the group it belongs to
- ADAX is based on a solution which is intuitive, open, can be adapted to the company's business and is perfectly integrated with the Microsoft environment (Office suite, SharePoint)
- A network of global distributors



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