**CASE
STUDY**

REGATTA

System conversion and introduction of
D365 Finance & Operations

About Regatta **INTRO**

Regatta has made a name for itself as a specialist for outdoor clothing with emphasise on high quality standards, functionality, sustainability and style. During a time, when outdoor still meant mainly hiking, twelve outdoor enthusiasts in Great Britain got together in 1981 and came up with the idea of offering outdoor clothing and equipment at reasonable prices for all people who like to be outdoors exploring the wild.

Right from the beginning, sustainability and responsible production played an important role. With a strong presence in Europe, North America and other parts of the world, Regatta has established itself over the years as a trusted brand with its own stores, various sub-brands and now around 2000 employees worldwide. The company is still owner-managed today.

What is so special about in the Regatta stores is the unique availability of one item per size. This approach requires perfectly sophisticated logistics that saves a lot of space in the stores, so that more merchandise can be displayed in a smaller area.

Regatta today includes Regatta Great Outdoors, Craghoppers, Dare2b and Regatta Professional.

The company has won several awards, including the Queen Award for international growth.

PROJECT Approach

In order to be well positioned and prepared for the diverse and constantly growing challenges as a multi-channel company, the entire Regatta Group decided to rely on Microsoft Dynamics 365 Finance & Operations. As an all-in-one system with an international focus, the Microsoft ERP platform can meet all requirements in the areas of logistics, procurement and central control. In combination with Cegid's existing POS solution, omnichannel scenarios are feasible, alongside with all the online information available to customers.These possibilities will serve customers optimally and enable them to deliver goods in the manner end consumers want today.

The starting point was a common core model. This means 90%-95% of the functionality in each country is the same. Only local legal requirements or country specifics are implemented.

The requirements for our MS POS team within this project were to coordinate the functionalities and settings with the project team in the UK, to train all users in advance, to accompany the changeover and also to support the day to day work after the implementation with our support.

At a glance

- Project duration 4 months
- Introduction Dynamics 365 F/O ERP
- POS System Cegid Retail Y2
- Cloud System
- for all countries
- for all user (300 +)

IMPLEMENTATION Solution

In the analysis phase, the standards of the core model were checked against the requirements from Germany and the most important settings and adjustments needed for the launch of the new software were set up. These rules were tested, the documentation was adapted accordingly and prepared for the users at the German sites. Group training sessions were held for each area and employees were trained.

A key success factor was the coordination of communication between the teams part of the project both on the English and German sides in order to build a common understanding and sound knowledge for the new system.

No system change comes without challenges. However, the clear and simple structure of Dynamics 365 F&O helped here, so that the new software could be learned quickly.
After an intensive preparation phase, the most important Regatta sales markets worldwide were successfully converted. The go live went according to plan in just one day.

"By going live with Dynamics 365 F&O, we have implemented a modern cloud solution that meets the growing needs in a multichannel company.
Lucien Riehle, Commercial Director, Regatta

CONCLUSION Lessons learned

Good planning and preparation pay off. It is crucial to involve the daily users, train them well in advance and provide them with comprehensible documentation.

Concentration on the essential basic functions proves its worth time and time again. "Special requests" can be addressed in phase two, where individual functionalities can be further expanded or convenience functionalities can follow. Experiences from the go-live and the optimization of various processes are also reflected here.

AND how can we help you?

Contact us!
We are happy to advise you.

Team MS POS

MS POS
Knowledge is the Solution