

Reference – NAY a.s.
Complex ERP system, loyalty system and reporting

NAY is the biggest player on the Slovak market with consumer electronics and one of the most important players **on the Czech market** where its subsidiary **Electro World** is operating.

Company website: <http://www.nay.sk>

Headquarters: Bratislava, Slovakia

Products and services: Electronics & Home, Home Appliances, PC & Laptops, Mobile Phones, Photo+Audio+Video, Home and Garden equipment

Business need

Company needed to realize transition to modern ERP system enabling to reflect to high-competitive consumer electronics market flexibly and dynamically. The original system was rather cumbersome and did not allow for sufficient flexibility and efficiency. At the same time, it was necessary to optimize all logistics activities in relation to business partners and within their own network in the Czech Republic and the Slovak Republic to provide the highest level of customer service in the industry.

Resolution

NAY decided to adopt SAP Business Suite and SAP Business Information Warehouse + Business Objects (BO) based on SAP HANA Technology. By utilization of the functionalities in the areas Procurement & Replenishment, Omnichannel (Retail, Wholesale, e-commerce, ...), Accounting, Asset Management and Controlling, Logistics, Collective systems, Renumeration and Reporting users have all the tools at their disposal for management of nationwide business activities. In BW on HANA, on-line reporting and loyalty program support are provided.

The project has been delivered by consultants of the MIBCON.

Key benefits

- Effective logistics, procurement, and distribution
- IT systems group integration
- Process Optimization
- Solution opens for future changes
- IT Maintenance Savings
- Decision support in the area of proposed changes and effective change management in the company ecosystem
- Security and transparency – full control over individual or department access to data and complete audit trail of data and system changes

Key features

- Optimized merchandizing (data reliability, ATP, price competitiveness, etc.)
- Procurement management, management of distribution, redistribution, and promo campaigns management
- Support of marketing and sales
- Support for different logistics supply scenarios and customer service)
- On-line back-office and reporting