

LS Retail and Pebblestone Fashion work hand in hand with BI4Dynamics!



With over 30 years in the fashion market and more than 95 stores in the best shopping centres in Mexico and Central America; LOB needs a reliable business intelligence solution which covers their demanding needs.

OPERADORA LOB, S.A. DE C.V. is a company dedicated to offer fashion and quality at the best price, and it's paying off. 95 LOB stores receive new products daily in order to customers always find something new. The aim is to inspire the customers by providing the cutting edge collections that meet three main features: Fashion, Quality and Price. LOB contributes to social and economic development of Mexico, creating jobs, besides being the best choice for customers fashion purchase.

LOB

Behind the scenes

LOB relies on Microsoft Dynamics NAV with LS Retail and Pebblestone Fashion add-on as its primary business system. Employees use NAV to handle financials, sales, purchasing, inventory, and retail fashion features such as store, customer, season, collection to manage their fashion retail business.

The company's CIO Jorge Armando Garcia Galvez explains the reporting challenges that LOB faced. *"We had monitored our business with prebuilt NAV reports. With adding LS Retail and Pebblestone fashion on top of Microsoft Dynamics NAV it became difficult to work with NAV reports. We had to make constant adjustments, and when a new report was required, that was an instant \$1,000. We have realized that we need a more flexible and expandable solution to analyse our data."*

"We decided to go with BI4Dynamics because they provided excellent support and they were the only ones that were able to offer working solution for Pebblestone Fashion and LS Retail. BI4Dynamics covers all features we needed for LS Retail: store, item and customer analysis and Pebblestone Fashion components like: season, vertical and horizontal component, brand, collection, Theme and item hierarchies by type, model, quota, order history, etc." added Jorge Armando.

"We decided to go with BI4Dynamics because of their excellent support and unique solution which covers all analysing needs and integrates Microsoft Dynamics NAV, LS Retail and Pebblestone fashion out-of-the-box."

Jorge Armando Garcia Galvez
CIO at OPERADORA LOB

BI4Dynamics standard modules cover all Microsoft Dynamics AX/NAV business areas. BI4Dynamics vertical solutions like LS Retail, Pebblestone Fashion and To Increase IEM are totally integrated with BI4Dynamics and cover specific application areas.

