bi4dynamics for **lsretail**

BI4Dynamics for LS Retail is detail – to successfully manage Transa Backpacking and to be at least one step ahead of competitors.

"BI4Dynamics for LS Retail gives us everything we need to analyse retail transactions down to store and POS level with a granularity down to 15 minutes."

Markus Scheidegger, CFO Transa Backpacking AG

**Markus Scheidegger
CFO
Transa Backpacking AG**

"We need to have important business information at our fingertips! But we cannot easily get it out of our Microsoft Dynamics NAV and LS Retail."

"We can easily track success of all varieties of discounts, special offers and loyalty cards. Customers and their sales can be analysed by country, city or customer type. Full support of item variants and LS Retail variant framework allow various analyses by colours' and sizes. A bunch of retail specific attributes and hierarchies as division, season or LS Retail item attributes help optimizing stock and replenishment. "

"Beside of that, BI4Dynamics for LS Retail also enables us to manage loss prevention, store areas and shelves."

"Last but not least I would like to point out that POS Sales are fully integrated in BI4Dynamics Standard Sales Cube. POS transactions are also tracked by all other BI4Dynamics Standard Cubes as Inventory or Finance."

Transa AG, Switzerland

Transa runs two Outdoor companies: Transa Backpacking AG and Outdoor Trading.

Transa Backpacking AG is considered as leading outdoor brand in Switzerland and has 6 stores, 2 outlets and an online shop. Outdoor Trading runs 10 Jack Wolfskin Stores, one outlet and online shop in Switzerland.

About 250 hundreds of employees are working for both companies. Both companies are using Microsoft Dynamics NAV with LS Retail add-on and BI4Dyanmics for LS Retail.