REPTIL MARKETI GOES ONLINE

INFINITE SOLUTIONS

Customer Profile

Reptil Marketi is the fastest growing chain of supermarkets in Skopje, Republic of Macedonia, with the best service in town. The company evolved from the former grocery stores Centro, whose facilities it has updated and modernized, and by leveraging their experienced employees.

Renowned for service the Reptil stores are also best known for the high quality and variety of the products. Accessible prices for everyone are make possible by weekly discounts and via the Reptil discount loyalty club.

Reptil Marketi has effective coverage of capital with its current thirteen market stores and this number will continue to grow, given the marketing effectiveness of its new omni-channel approach.

The challenges

The main criteria were to deploy a global standard in retail systems for instore and backoffice operations, while accommodating the cyrillic alphabet which of course, is used in written Macedonian. For example, what was needed was a solution to quickly and easily and dynamically translate the existing format of item descriptions and properties for perfect localized display on the web to Macedonian customers.

Other challenges included integration with an existing loyalty solution and with the NLB Tutunska Bank payment gateway.

Danica Blazhevska, **CEO** of **Reptil Marketi**, set the expectations: "We wanted to have a user friendly online web store, with the functionalities as a physical store, and even more. Another objective was to increase the number of online sales, so the online store could function as a "normal" store."

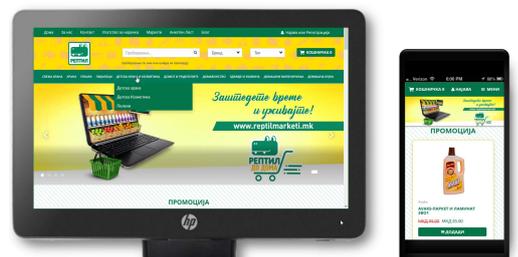## KEY HIGHLIGHTS

Industry
Retail

Sector
Supermarkets & Grocery Stores

The Challenge
Integrating new Omni-Channel solution with existing legacy system

The Solution
Implementation of **Microsoft Dynamics RMS** and **NitroSell** for an online web store

Benefits
- Superfast, Interactive, user friendly, WebStore and Mobile Store with 99.9% uptime.
- Fully managed service
- Instant synchronization
- 24/7 support
- Automated Payment Gateway
- Total Design Flexibility
- Reporting and Analytics
- Best-in-class technology
- Worldwide known solutions
- World class Cyber Security

The solution

Microsoft Dynamics and NitroSell eCommerce

After a detailed market search, **Reptil Marketi** chose **Microsoft Dynamics RMS** with **NitroSell eCommerce, Enterprise Edition** as a perfect fit to what they are after, **Infinite Solutions** was picked as the ideal partner and implementer of the solution. "Infinite Solutions are certified by Microsoft and NitroSell to deliver their globally recognized brands in the southeastern European region. As such they could provide us with what is technically and functionally the most suitable solution that covers all of our needs" says **Blazheska**.

Infinite Solutions was in charge of the project management and the implementation, covering the data migration and several third-party products integratios. **Infinite Solutions** as a Microsoft Dynamics partner is a leading Macedonian specialist for ERP implementation and customization, IT system integration, professional services and software development. Infinite Solutions worked closely with **Reptil Marketi**'s team to set up and configure the whole solution, develop fixes for the detected gaps, train the users and offer complete technical and functional support.

As part of the project, Infinite Solutions developed several key extensions to the standard out-of-the-box functionalities of the solution. A .Net back office invoice preview and printing development was delivered, as well as several integrations for the web-store, plus many different configurations for non-standard retail item types.

The most challenging were two specific integrations - with the Global loyalty system Lyoness and an integration with payment gateway from NLB Tutunska Bank. "We have a long collaboration with Lyoness. Our market stores were one of the first in which our customers could collect Lyoness points. It was really important for us, to have this feature in the NitroSell WebStore as well. Infinite Solutions and its professional team made this implementation go really smoothly." says **Blazhevska**.

Business Benefits

One products database, many opportunities

Reptil Marketi has a huge products database, with specific properties per item. Managing them is not easy and representing these properties online was a real challenge. With the new tools from **Microsoft** and **NitroSell**, this maintenance work is easy and the all items render perfectly on the WebStore.

Obviously, the biggest benefit was the creation of the new integrated sales channels, starting with the WebStore. The NitroSell platform, with its complete integration with Microsoft Dynamics RMS, is allowing **Reptil Marketi** publish the items for the online sale with one click, with different pricing and loyalty options, additional services like delivery or gift wrapping, and with complete web design freedom that gives **Reptil Marketi** the power to market its brand way beyond its compeditor's ability.

"With good marketing and the technical support from Infinite Solutions we managed to increase our online sales 15 times! Furthermore, the number of online customers has drastically increase up for 7 times in just one month. We believe that with further development, this numbers will grow up even more." says Blazhevska.

SOLUTION COMPONENTS

Microsoft products
 - Microsoft Dynamics Retail Management System Store Operations
 - Microsoft SQL Server with Management Studio
 - Microsoft Visual Studio

NitroSell eCommerce
 - NitroSell for Microsoft Dynamics RMS
   Enterprise Edition

Partner
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