



# Digital Transformation with Dynamics

Sonata Software – **The Platformation Company**



2018/2019  
**INNER CIRCLE**  
*for Microsoft Dynamics*

# Digital ready Retail and Distribution

Sonata Software is a global IT solutions firm focused on catalyzing transformational IT initiatives through deep domain knowledge, technology expertise and client commitment. We offer powerful IP led industry specific solutions such as Brick & Click Retail Platform and Modern Distribution platform, that enables Retail, Consumer Goods and Distribution companies deploy Microsoft Dynamics® digital business transformation programs globally.

## Brick & Click, an integrated digital retail platform

Omni-channel retail is being replaced by unified retail. Stores are becoming digitally connected reducing the physical and digital divide. Ever increasing consumer expectations have grown to include "any-time any-where" service by default.

### How should enterprises respond to this new wave?

Often times, shifts in consumer expectations like these, force enterprises to adopt a quick short-term approach to meet a few of the new demands, instead of a longer-term holistic approach. However, realizing such a holistic approach involves multiple real-world challenges for the retailer:

- Continuous discovery of dynamic customer preferences and contextual interaction across the touchpoints – digital, social and connected in-store
- Operations management to enable customer engagement coupled with efficient & effective order fulfillment across the network & channels
- Adapting to the evolving business models involving retail consumers, enterprise buyers, partner suppliers, marketplace players etc.
- Responsiveness of business and IT in developing, integrating and deploying adaptive user interfaces and robust back-end functionality.



# 89%

**CUSTOMERS**  
Are retained by companies with extremely strong Omni-channel customer engagement (vs. 33%)  
- Aberdeen Group

# 77%

**RETAILERS**  
Rank inventory planning and visibility as a leading omni-channel capability  
- EKN Research

## Modern Distribution, an integrated digital platform

**Distribution have always been a critical component of CPG companies and Wholesale Distributors.** In the digital age, expectations of distribution operations have expanded to include real-time visibility and enhanced ease-of-use to end recipients. Field personnel too, expect delivery operations to leverage technologies that have simplified their lives outside of work.

To meet these expectations and win in the digital economy, distributors need to adopt an Enterprise Digital Platform that can transform their distribution system. Sonata's Modern Distribution platform helps companies implement digital distribution with a multi-faceted approach.

**The first component is the Advanced Supply Chain.** Built atop Dynamics 365, the Advanced Supply Chain module helps organizations depict & plan business processes accurately, thereby increasing supply chain velocity, avoiding stock outs, and optimizing overall profitability.

**The second component is B2B E-Commerce.** Relying on a solid open source stack, this module widens market reach using the Internet. The system extends the ERP to the customers for hassle-free order placement and real-time tracking, with paperless operations.

**Smart Field Operations is the final component,** with which B2B companies can improve their field sales efficiency through route planning, truck inventory management and paperless smart delivery with POD captured through our mobile app. The field force thus stays connected with the back office and accesses inventory in real-time while taking orders and up-selling or cross-selling with promotional products.



# 41%

Wholesalers surveyed identify eCommerce as their top sales channel  
- MDM 2017 Distribution Outlook

# 63%

Companies cited Direct-to-store (DSD) delivery as a key component of their company strategy  
- Honeywell, DSD: Global Insights Survey

“Sonata has been an important partner in our Microsoft Dynamics AX journey for over a decade. The expertise they bring to the table makes them a valuable part of the Dynamics ecosystem to Microsoft, its partners and customers who seek to get more out of our enterprise class business solution.”

- Corporate Vice President, Dynamics ERP R&D - Microsoft

## Best of Dynamics from people who know it the best

Sonata provides end-to-end services on Dynamics AX from Consulting to Support to help enterprises get the best out of Dynamics. Sonata today is preferred choice for fortune 500 companies and for some of the large and complex implementations globally. We specialize in managed engineering factories, scaling implementations & solutions and niche skills such as MPOS, complex integrations and customizations, where our deep value-added engineering capability and experience working in multi-vendor scenarios have been critical enablers of client project success.

### Leverage Sonata's deep expertise and flexible delivery models to upgrade to Dynamics 365



Dynamics 365

Our comprehensive offerings on Dynamics 365 help enterprises and ISVs on their AX journey by analyzing product fit and gaps, design for cloud, implement customizations that follow our engineering rigor, execute large scale global upgrade and roll-out programs and ensure continuous availability, update and optimization of your AX environment. By partnering with us you can leverage the following:

- **Dynamics 365 Services:** Get guidance on how Dynamics 365 can help you, design to make the most of AX, find out how to plan your upgrade and leverage our tools for a faster and easier migration.
- **Cortana Analytics:** Our retail analytics platform, Retina, integrates data from social, online, mobile and POS to get actionable insights and provides predictive analytics capabilities to drive recommendations to tap into hidden opportunities and realize greater revenues.
- **Enterprise Mobility Suite:** Extend your business functions onto mobile, accelerate app development, publish to app store, deploy and manage mobile apps using enterprise-grade security.

### DYNAMICS 360 - End-to-End Dynamics Services



The Sonata team provides a full range of services including consulting, engineering services and managed services on Dynamics. With deep value-added engineering experience on multiple releases and a proven track record of enterprise implementations, we can help you with digital transformation on AX by extending your business processes to mobile, migrating to cloud and get actionable insights using analytics. Our offerings include:

- **Consulting:** By leveraging our deep understanding of Microsoft Dynamics® product architecture and roadmap, you can assess and plan your global implementation journey, design for scale and performance, know your investments and justify them.
- **Engineering Services:** With our global development factory model, tools, reusable assets, process driven methodology and high performance engineering skills you get a trusted engineering partner to drive complex and large scale customization and implementations to success.
- **Enterprise Services:** With a proven track record of successful complex implementations, global scale, SureStep® enhanced methodology driven through LCS suite, blue prints, re-usable assets and tools to drive predictable multi-country AX implementations upgrades and rollouts.



- **Gold** Enterprise Resource Planning
- **Gold** Business Intelligence
- **Gold** Customer Relationship Management
- **Gold** Independent Software Vendor(ISV)
- **Gold** Communications
- **Gold** Devices & Deployment
- **Gold** Management and Virtualization
- **Gold** Messaging
- **Gold** Server Platform
- **Gold** Volume Licensing

# Sonata in Dynamics

14+ years of proven Dynamics track record, more than 400+ projects delivered.

Breadth of skilled resources : 900+ consultants across the world.

Industry specific solutions for Retail, Distribution, CPG and Commodity Trading.

End-to-end services - Consulting, Engineering, Implementation and Support.

Digital solutions on Dynamics - 365, Cortana, Enterprise Mobility Suite.

TORQ proven methodologies and tools for reliable & predictable delivery.

## ABOUT SONATA SOFTWARE

Sonata is a global technology company, that enables successful platform based digital transformation initiatives for enterprises, to create businesses that are connected, open, intelligent and scalable. Sonata's Platformation™ methodology brings together industry expertise, platform technology excellence, design thinking-led innovation and strategic engagement models to deliver sustained long term value to customers. A trusted partner of world leaders in the Retail, Manufacturing & Distribution, Travel and Software industries, Sonata's solution portfolio includes its own digital platform such as Brick & Click Retail Platform®, Modern Distribution Platform®, Rezopia Digital Travel Platform®, RAPID DevOps Platform®, Kartopia E-commerce Platform®, Halosys Mobility Platform®, and Commodity CTRM Platform®, best-in-class capabilities on ISV digital technology platforms such as Microsoft Dynamics 365, Microsoft Azure, SAP Hybris, Cloud Engineering and Managed Services, as well as new digital applications like IoT, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Block Chain and Cyber Security. Sonata's people and systems are nurtured to bring together the depth of thought leadership, customer commitment and execution excellence to make a difference to business with technology.



NORTH AMERICA | EUROPE | ASIA | ANZ



Product Engineering  
Enterprise IT Services  
Technology Infrastructure

Sonata Software – The Platformation Company



For more information write to us at:  
[info@sonata-software.com](mailto:info@sonata-software.com)

Sonata Software Ltd.  
APS Trust Building  
Bull Temple Road, N. R. Colony  
Bangalore - 560 019, India.  
Tel : +91-80-6778 1999  
[www.sonata-software.com](http://www.sonata-software.com)