



REGION: Middle East and India

INDUSTRY: Retail

SOLUTION: Business and IT
Process Automation

Timely Inventory and Promotions Require Seamlessly Integrated Retail Processes

- Critical retail merchandising processes complete on-time
- Each IT administrator saves 3 hours every day, and now has more time to work on innovation projects
- IT satisfies corporate governance directives
- Extended return on legacy IT investments

Automic™

Let's Automate Business.

Founded in 1973 with a single shop in Bahrain, The Landmark Group is one of the fastest growing business conglomerates in India and in the Cooperation Council for the Arab States of the Gulf (GCC), with over 1,600 outlets across 19 countries and employing 45,000 personnel.

The company is best known through its Babyshop, Centerpoint, eMax, Home Center, Lifestyle, Shoe Mart, Splash and other outlet brands. In addition to its retail activities, the group has diversified into the leisure, food, hotel and electronics sectors.

Optimize to Modernize

Landmark Group selected Oracle Retail to modernize its legacy merchandising and warehouse management systems to support further business growth. With business processes spanning existing and new applications, the company recognized that extra automation would be required to optimize processes by ensuring that they ran in the right order, at the right time. These process improvements would enable Landmark Group to stay competitive ensuring the right goods are in stores, promotions and pricing updates are timely and consistent across all stores.

Integrated and Agile Processes

Landmark Group implemented the Automic Business Automation platform to automate the processes that perform many of the group's internal and external core business activities.

A wide variety of tasks have been automated with Automic. Execution of critical in-house corporate purchasing, warehouse management, stores replenishment and payroll systems has been automated. Landmark Group has connected business processes that span Oracle Retail, Oracle E-Business Suite, Brio and legacy systems with the Automic Business Automation platform.

Automic ensures accurate and timely execution of business processes by removing errors, reducing latency and minimizing risk in critical business.

“When we purchased the Automic Business Automation platform, we initially planned to use it to automate our core retail processes. However, we quickly found that the Automic Business Automation platform could make much more of our business more integrated and agile. It freed up our internal resources allowing them to work on projects that moved the business forward”.

Kirit Shah
CIO Landmark Group

Fast and Reliable Point Of Sale Updates

Automic also enables Landmark Group to seamlessly integrate their store Point Of Sale (POS) systems with merchandising, warehouse and finance processes into a single cohesive end-end retail process.

Previously the exchange of POS and pricing data

We are reliant upon our information systems to support our business activities from merchandising through to HR. For us to perform, we need, all of these systems to be joined up. It became apparent that we needed to automate the applications and exchange information through our business processes”.

Kirit Shah
CIO Landmark Group

between stores and merchandising systems experienced delays due to connectivity issues during transmission. With Automic, the exchange of POS data between all stores is managed from a single point of control, data transmission is now much faster, frequent and reliable with the ability to manage lost connectivity during transmission.

Zero Touch Compliance

As part of the Landmark Group IT risk management policy, audit tasks have been put in place to ensure compliance and prevent security breaches. Previously IT administrators needed to log on to each system to execute all these checks.

Now Automic executes checks, recording and analyzing user log-ins, as well as monitoring session durations and applications accessed. Audit reports for all systems and applications are created automatically. Staff no longer need do manual checking-- they are alerted immediately when anomalies are detected or a correction is required

More Time to Innovate

The IT support team have a set of tasks and checks that have to be conducted every morning to ensure data consistency, security and system availability.

All these checks were taking on average 3 hours per day per administrator. This work was preventing staff from working on internal projects. All daily tasks are now performed by the Automic Business Automation platform freeing up staff to work on value added projects.

Optimizing utilization of available resources with Automic has allowed Landmark Group to maximize returns on existing hardware investments through a period of considerable expansion. The company's ambitious future growth plans will be supported by an innovative, professional IT team committed to extracting every ounce of value out of its IT systems through process automation and with a little help from Automic.

“The Automic Business Automation platform gives us complete process automation. We now spend less time on troubleshooting and maintenance and get to concentrate on delivering value to the business”

Kirit Shah
CIO Landmark Group





Automic™

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Automic is the world's most comprehensive platform in automating businesses. Founded 1985, Automic pioneered the largest, independent, globally deployed automation platform which powers the enterprise, application and infrastructure. Now, as the consumerization of IT accelerates, Automic is reimagining how organizations integrate next generation service models such as cloud, DevOps and big data. We challenge conventional thinking, enabling our customers to be faster, smarter, in control. Automic – the standard in business automation.

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