

REPTIL MARKETI GOES ONLINE



Customer Profile

Reptil Marketi are the fastest growing chain of supermarkets in Skopje, Republic of Macedonia, with the best service in town. The company is based on the foundation of the former grocery stores Centro – by modernizing their facilities and employment of their experienced employees.

Apart from the service as their greatest value, their markets are best known for the high quality and variety of the products. Accessible prices for everyone are another thing that they are proud of, realized through their numerous weekly discounts and their Reptil discount loyalty club.

Actual number of markets is 13 and growing, with which **Reptil Marketi** are covering the whole capital.

The challenges

Integration and customization of the web store

At the same beginning, we were facing several important challenges, the most important being the integration of the proposed solution with their actual legacy system. We needed to convert the existing data format and adapt it, where the biggest challenge were the Macedonian characters in the Item descriptions and properties.

In continuation, we were after perfect customization of the web store, to make it the best and the easiest to use on the market.

Danica Blazhevskа, 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."

WWW.MARKETONLINE.MK



KEY HIGHLIGHTS

Industry

Retail

Subindustry

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

- Interactive, user friendly, web store and m-store
- Fully managed service
- Instant synchronization
- 24/7 support
- Automated Payment Gateway
- Customizable templates
- Reporting and Analytics
- Best-in-class technology
- Worldwide known solutions



SOLUTION COMPONENTS

Microsoft products

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

Nitrosell products

- NitroSell for Microsoft Dynamics RMS StoreOps

Partner

Infinite Solutions

www.infinite.com.mk

The solution

Implementation of **RMS** and **Nitrosell**

After a detailed market search, **Reptil Marketi** chose **Microsoft Dynamics RMS with NitroSell** as a perfect fit to what they are after, and **Infinite Solutions** as partner and implementer of the solution. "Infinite Solutions offered solution, with Microsoft and Nitrosell as recognized brands, which technically and functionally was the most suitable solution to cover 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 integration into proposed solution. 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 have developed several extensions to the standard functionalities of the solution proposed. A .Net back office invoice preview and printing development was done, several integrations for the web-store, different configuration for different type of items, etc...

The most challenging were two specific integrations, one with the Global loyalty system Lyonesse and integrated payment gateway from NLB Tutunska Bank. "We have a long collaboration with Lyonesse. Our markets were one of the first in which our customers could collect Lyonesse points. It was really important for us, to have this feature in the web store as well. Infinite Solutions and its professional team made this implementation goes as smoothly as possible." 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 posting this properties online even more. With these new tools, from Microsoft and NitroSell, this maintenance and the work with the web-store is much easier.

Obviously, the biggest benefit was the creation of the new integrated sales channels, starting with the web-store. NitroSell platform, with its complete integration with Microsoft Dynamics RMS, is helping the customer publish the items for the online sale with one click, with different pricing and loyalty options, additional services like delivery or gift wrapping, and in design that represents Reptil marketi brand in its best.

"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.