

MARKETWATCH

THE LATEST NEWS IN RETAIL, CONSUMER INDUSTRIES AND HOSPITALITY

Partnering for Dynamics AX for Retail

K3 Retail and HCL Technologies have announced a strategic partnership for the delivery of Microsoft Dynamics AX for Retail. In the wake of this news, Karen McCandless spoke to Tony Bryant, head of business development at K3 Retail, to find out more.

How did this partnership come about and how exactly will the two companies be working together?

K3 and HCL first engaged in Autumn 2010, reviewing HCL's Microsoft Dynamics AX 2009 retail product and other Microsoft products such as Dynamics CRM and SharePoint. As we developed the relationship we realised that the partnership would be in two distinct areas:

- The ability to scale implementation resource and use HCL's experience in Tier 1 and upper Tier 2 business transformation programmes, which has already been tried and tested in the UK and global retail organisations
- Offshore development for the AX for Retail product, developing K3's multi-channel functionality.

What advantages will the partnership deliver to retailers?

The partnership will bring flexible deployment models with the optimisation of the total cost of ownership, which will therefore shorten payback. The 'marriage' of strong local retail

domain consultants and a deep pool of AX for Retail resources will give retailers the confidence of the delivery of superior functionality on the latest Dynamics AX for Retail platform with a template delivery approach that does more and costs less.

How will it help increase the market share for Microsoft Dynamics AX for Retail 2012? Fundamentally this strategic partnership raises the bar in the capability to deliver powerful, simple, and agile solutions on the Dynamics AX 2012 platform. It will enable Microsoft, K3 and HCL to penetrate new, larger enterprises with confidence, and deliver programmes of change in the retail market.

Our leadership within the Microsoft ecosystem has rewarded K3 with the unique position of being on the Microsoft Partner Advisory Council for Retail, an inner circle member and a strategic retail launch partner for the latest products coming to market. This, aligned with HCL's global outsourcing and business transformation capability, offshore delivery model, collaboration on IP development and innovation, and being a go to partner for Microsoft in major accounts, is a very powerful mix to increase market share in retail.

How is this partnership helping Dynamics AX for Retail gain traction with larger retailers?

The AX for Retail product is fully scaled



"The AX for Retail product is fully scaled for large enterprises that trade globally"

Tony Bryant

K3

for large enterprises that trade globally. The partnership will enable new delivery capability to these businesses for rapid deployment and outstanding development pace. This partnership makes K3 and HCL the largest player in the UK Dynamics AX for Retail market, with the capacity and skill for large implementations and global rollouts. It supports Microsoft's strategy to have larger, capable partners who can deliver retail multi-channel programmes at enterprise level.

BEDIN optimises Windows Phone 7 for retail

BEDIN Shop Systems has launched aKite Mobile, a business dashboard for Windows Phone 7 devices that displays sales and margin history updated in near real time for the whole retail chain, as well as a single store. The new offering can also provide details about product availability, recent

sales and short-term forecasts through barcode scanning with a standard camera.

In other news, Kipoint, an Italian Post Office Group chain, has adopted BEDIN Shop Systems' aKite solution. Kipoint wanted to achieve more accurate and immediate control over the entire chain with fast and low cost deployment and

flexibility in fulfilling local franchisee needs, as well as also addressing the specific needs of the express delivery business.

"aKite was the only future-proof solution and, at the same time, was underpinned by many years of experience in shop automation," said Armando Borsetti, Kipoint's business director.

Beam them up, Scotty



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