



Customer Reference: DiVA365

E-Commerce at LLOYD Shoes: New shopping experience for customers

„Our goal is to provide an optimal and consistent shopping experience, regardless of the chosen channel. This is an important milestone in the digital development and fast-moving shopping patterns.“

Andreas Schaller, CEO at LLOYD Shoes

In 1888, hence 130 years ago, H.F. Meyer founded the H.F. Meyer shoe factory in Bremen and laid the foundation for the brand LLOYD, which was registered in Germany in 1905. Since 1927, the entire company trades under this name. For its 125th anniversary in 2013, LLOYD established a new logistics center near the head office and production site in Sulingen, close to Bremen – a clear commitment to the northern German company site.

Innovation is a must

„Our software sector does not honor tradition“, says Microsoft CEO Satya Nadella, “it only honors innovation.” This also applies to LLOYD. This is why it was

the right, groundbreaking decision as a long-established company, with a rather traditional approach in retail, to build the strategic business field e-commerce. Online trade is booming in Germany. The B2C field alone has exponentially growing numbers, sales have more than doubled from 2010 (20.2 billion Euros) to 2017 (48.7 billion). The German E-commerce and distance selling trade association (bevh) estimates sales of online trade to approx. 58.5 billion Euros.

With its decision to build on e-commerce, LLOYD wants to take part in this development. “Our goal is to provide an optimal and consistent shopping experience, regardless of the chosen channel,”

says Andreas Schaller, managing director of the company. “This is an important milestone in the digital development and fast-moving shopping patterns.”

Backend in the Cloud

For an e-commerce offer the shoe producer required an IT system that operates as backend for various sales channels, offers a universal data basis for all channels and at the same time serves as central platform for handling the sales processes (omni-channel backend). To cover all these tasks LLOYD decided to use DiVA365, the mail order software using the cloud of Microsoft-Partner MAC IT-Solutions GmbH from Flensburg. The functional and technological basis



Country
Germany

Branch
Retail trade

Enterprise size
1000 - 9999 Employees

Microsoft Products
Azure

for DiVA365 provides Azure, the cloud platform and –infrastructure of Microsoft. DiVA365 prevailed from the competition with the highest functionality and the best price-quality ratio.

The cloud-computing platform of Microsoft is keeping up with growth

LLOYD uses DiVA365 with its flexible provision of IT capacities from the cloud, which can keep up with growing order numbers at any time. The low costs at project start, no costs for new hardware or software licenses, allowed LLOYD to invest in displaying its brand. In addition, in the further course of the service of the e-commerce platform the company only pays the computing performance that it actually uses. Another advantage of the cloud solution: Outsourcing IT capacities to the cloud provided LLOYD with capacities to build up the e-commerce processes without having to provide a platform for IT and operation within the company. The solution has been successfully launched in 2017 with a six-month testing phase. Since July 2017, customers can conveniently order shoes in the desired size and color to their home from company-operated LLOYD concept stores.

At the same time, the employees tested the processes of the online shop to the core before it went live for retail customers in January 2018.

The basis for DiVA365: Microsoft Dynamics NAV

DiVA365 uses the Microsoft ERP system Dynamics NAV of Microsoft on Microsoft Azure as Basis and as “software as a service”. DiVA is always available in the most current version thanks to the cloud, so that LLOYD does not have to deal with updates. And DiVA365 exceeds the possibilities of an ERP system by Microsoft: it not only covers the complex processes of e-commerce – from finances, purchases and sales, warehousing and logistics to production and service management. DiVA365 is also a system for customer management (CRM), inventory management (LVS), order management (OMS), product information (PIM) and sales promotion directly at point of sale (POS). DiVA365 guarantees the required performance in any situation for smooth handling of the entire trade process – of any size – from e-commerce start-up to global player.

Perfect fit: LLOYD profits from more efficiency in e-commerce

LLOYD shoes not only built a platform with DiVA365 and Microsoft Azure as a basis, which provides access to the growing e-commerce field and at the same time better services for variety of goods and availability. It also, as a cloud system, offers the required sustainability, which at the start of 2018 started with the next step: the launch of the completely revamped online store, which seamlessly integrates in the digital commerce infrastructure.



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