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ADVANIA AX CUSTOMER REFERENCE **XXL**

XXL

ALL SPORTS UNITED

Microsoft Partner
Enterprise Resource Planning



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Welcome to IT

Rapid expansion in the Nordic region:

Norwegian sports retailer XXL growing with Microsoft Dynamics AX

Large department stores, wide range of selection and efficient logistics is the business model for sports retailer XXL. 30 stores, 30.000 products and continual growth. Without a well functioning business system this would undoubtedly pose a challenge. It is not, because of the the advanced business system Microsoft Dynamics AX which keeps real-time track of the products from producer to consumer.

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XXL
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XXL is the largest and fastest growing sports retailer by revenue in the Nordic region, with a consistent track record of rolling out new stores in Norway, Sweden and Finland, together with strong growth in revenue, EBITDA and net income.

XXL operates many large unit stores as well as an established e-commerce platform in all three countries.

XXL sees a significant continued potential in the Nordics. The management's objective is to double the number of stores over the next five years, starting in 2014, as well as expanding its online presence offering a true multichannel experience.

XXL offers a unique customer proposition, through a wide range of high quality branded products, combined with focus on customer service and a clear pricing strategy.

– Our purchase model presupposes/ necessitates a system that works through the whole value chain, says Espen Terland, CIO at XXL.

XXL offers low prices and large selection of famous brands. Twelve years after its inception, the company has established over 20 stores in Norway, Sweden and Finland. With many stores, tens of thousands of items and two organizations in one, access to the trade information in real time for all employees is of great

importance. The most traded goods must always be in stock, while the turnover rate must be maintained. These challenges were solved by Advania's consultants in cooperation with XXL.

– Ever since our start up we have used Dynamics AX. After a decade of strong growth AX still offers what we need, says Terland.

Used by all staff

Nearly all XXL's employees are daily users of Dynamics AX.



– In stores employees use the Software for order management, check inventory and prices, while the office primarily uses financial and purchasing functions, says Terland. Wholesaler joint is spun off as a separate organization, which means that XXL depends on the systems intercompany trading functionality. All items are tracked at all levels, in real time. When products are running out on shelf, automated order functions also ensures booking from main warehouse.

Why XXL continue choosing Microsoft Dynamics AX from Advania AX:

ONE SYSTEM FOR THE ENTIRE VALUE CHAIN: Many department stores, huge selection and business across borders requires control of the flow of goods. This is all handled by Dynamics AX.

FOR ALL STAFF: One system meets requirements of all employees in the organization, from headquarter to the stores. Order processing, stock status, price control and finances are all processed in the same integrated system.



All items are tracked at all levels, in real time. When products are running out on shelf, automated order functions ensures booking from main warehouse.

OPPORTUNITY FOR GROWTH: Incorporated in all central functions of the enterprise, the system permits and stimulates growth with the user's needs.

When fully developed, the system can be used by 4,000 users simultaneously. This number will undoubtedly rise in years to come, without this being any challenge to Microsoft Dynamics AX.



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Advania AX Techknowledge

Technology is 0 and 1. We humans so much more. In Advania AX we combine technology with experienced, listening, creative people. We call it techknowledge.

Advania AX is a consultancy that delivers business systems to leading companies in Norway. With Microsoft Dynamics AX, we provide business-critical solutions within retail, logistics, finance, sales, purchasing, project management, accounting, cash systems and real estate.



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