

Sonee Sports Customer Success Story

CloudFronts helped Sonee Sports deploy Microsoft ERP Dynamics 365 Finance, Operations and Retail along with robust Power BI analytics across all their stores in Maldives and replaced their conventional eCommerce platform with Shopify along with Bank of Maldives (BML) payment gateway.

About Sonee Sports

House of Sonee Sports is the largest sporting goods retailer across the Maldives with E-Commerce operations in Singapore catering to a range of sports and fashion-oriented customer base. Sonee Sports' vision has been to focus on customer journey and leverage Dynamics 365 to drive this journey from online to in-store. You can read more about Sonee Sports at www.soneesports.com

Business Challenges

Sonee Sports required a robust retail management system which could streamline their whole retail store process and bring long term value to their business.

Along with this, they needed a POS system so that sales transactions become faster and easier. Providing KPIs for the analysis and decision-making process. They also needed an eCommerce website to be restructured for the new payment gateway of their local bank - Bank of Maldives (BML) to avoid paying hefty commissions to PayPal.

Data Analytics was the need of the hour for the store so as to view the customer data segment wise, store wise and product wise. Wrong and late decisions cost huge revenue losses.

Solution Delivered

CloudFronts deployed Dynamics 365 business platform as an ERP across all stores in the Maldives. Apart from this, the project also included migration from their existing AX 2012 R3 platform to Dynamics 365 Finance, Operations and Retail on the Microsoft cloud for increasing operational efficiency to the highest level.

[Watch Microsoft Video about Sonee Sports' Digital Transformation >>](#)

The following projects were implemented:

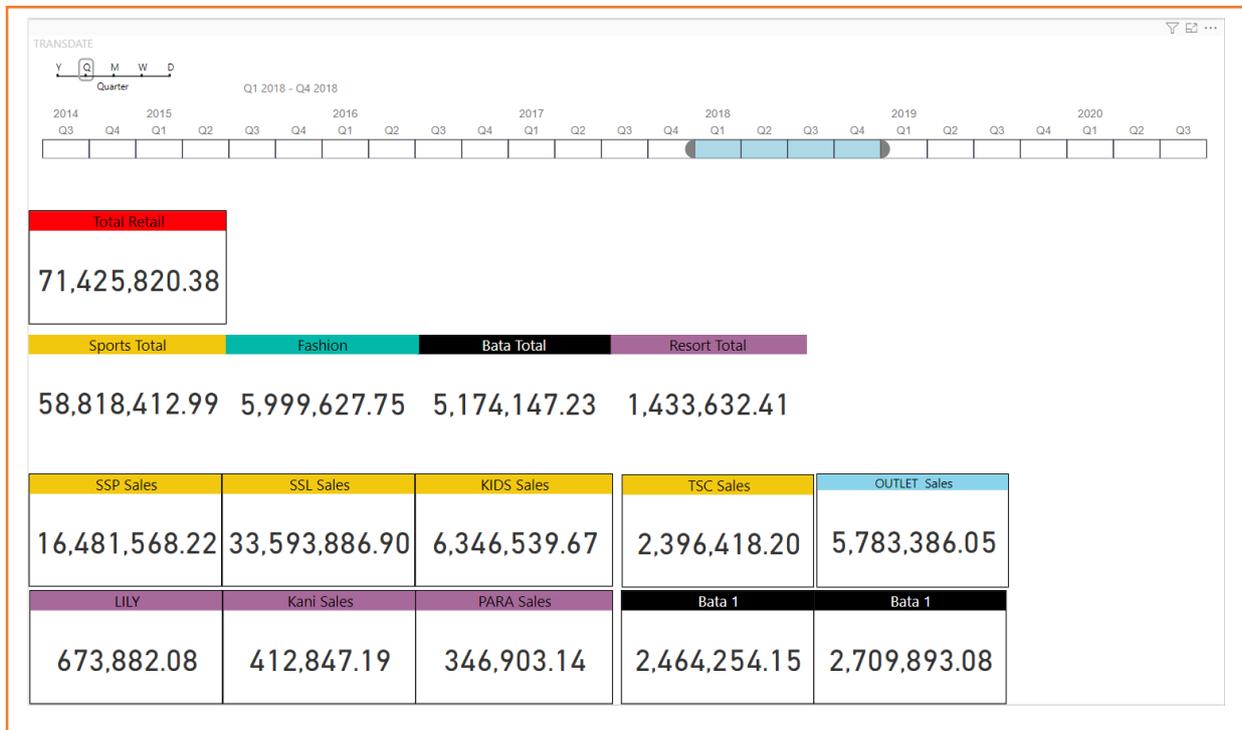
1. Dynamics 365 Sales, Customer Service, Field Service and integrating with D365 Finance and Operations.
2. Exchange On-premise to Office 365 Migration.
3. Shopify with BML Payment Gateway.

[Read more about their Digital Transformation Journey here >>](#)

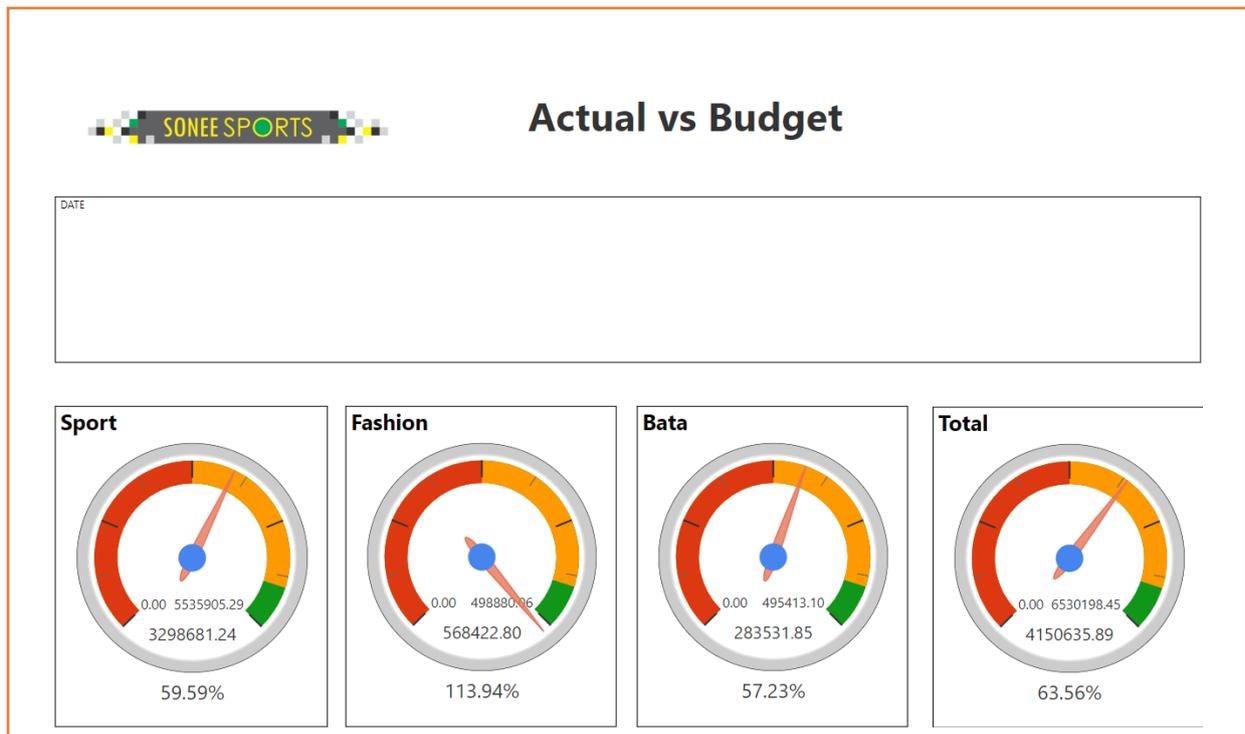
Microsoft Power BI Analytics: This was implemented to leverage store level, brand level, and SKU level data for making business decisions on data. Here, Sonee Sports actually experienced the data and real difference when Power BI was rolled out to understand customer behaviour and sentiment, online or in-store, and visualize shopper behaviour and interactions, identifying opportunities to better serve them and maximize revenue.

Below are the snapshots of Power BI reports from Sonee Sports.

Sales by Segment & Stores - Sample Power BI Report



Actuals vs Budget – Sample Power BI Report



[Click here to watch full Testimonial Video >>](#)

“Officially we are live now. Microsoft Dynamics 365 helping us optimize our operations, engage customers and empower our employees. A good partner is the key.”

[Maumoon Abdullah, General Manager, Sonee Sports](#)

“Today, with Power BI analytics pulled from Dynamics 365 data, we can review quarterly performance the day the quarter ends and deploy a new strategy within the first week.”

[Maumoon Abdullah, General Manager, Sonee Sports](#)

Key Technologies

1. Dynamics 365 Finance and Operations (ERP)
2. Dynamics 365 for Retail mPOS, cPOS
3. Microsoft Azure
4. Dynamics 365 CRM
5. Microsoft Power BI

Post Go-live

Post the migration to Dynamics 365, Sonee Sports calculated their Return on Investment and this was **22.5%**. This was gained through efficiencies in people, time and processes.

1. Real Time and Deep Insights through Power BI
2. Seamless Integration
3. Highly Available Retail Systems
4. Safe and Secure Platforms
5. Operational optimization