

Dynamics 365 Finance & Operations and Retail - Driving Consumer Journey.

About Sonee Sports:

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

Solution Delivered:

Sonee Sports deployed Dynamics 365 Finance, Operations and Retail deployment across 15 stores around Maldives and integrated their BigCommerce platform with Dynamics 365. This project was also a migration from their existing AX 2012 R3 platform. Sonee Sports went live on October 15th with their implementation.

As Sonee Sports continues with their digital transformation and enabling the consumer journey, the next phase of the project has just kicked off and we are implementing the following and are expected to finish by March 1st.

1. Dynamics 365 Sales, Customer Service and Field Service and integrating with D365 Finance and Operations.
2. Exchange On-premise to Office 365 Migration.
3. PowerBI Analytics to leverage store level, brand level and SKU level data for making business decisions on data.

Post Go Live:

Sonee Sports' largest flagship store opens in June 2018 and Mr. Maumoon Abdullah's vision is to enable a sophisticated consumer journey through self-help kiosks, sales reps empowered with data on their tablets and an integration between online and in store.

"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,
Assistant General Manager,
Sonee Sports

Key Technologies:

- Dynamics 365 Finance and Operations
- Dynamics 365 for Retail mPOS, cPOS
- Microsoft Azure
- BigCommerce
- Dynamics 365 Sales

Connect with us!

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