

## Customer Success Story - Linchpin

CloudFronts helped Linchpin deploy LS Central to streamline its retail operations at 7 stores across Maldives.

### About Linchpin

Linchpin was established in the year 2006 with the vision of redefining consumption of beauty and cosmetic products in the Maldives. Today, it has around 7 stores, 6 warehouses and is one of the most reputed FMCG retail brands in Maldives. They deal predominantly in the retail personal care, home care, and baby care products. Additionally, they are also the wholesalers of several FMCG products in Maldives for which it holds exclusive distributorship. You can explore more about the client here <http://linchpin.com.mv/>

### Business Challenges

Linchpin, being a cosmetic retail store chain, had zero visibility into the core aspects such as financials, sales, warehouse, and overall store operations of the company.

### Solution Delivered

CloudFronts deployed LS Central and Dynamics 365 Business Central as an end-to-end system, total channel integration to track sales, view customer orders, business, POS, back office, and warehouse.

LS Central manages sales from the POS to the back office and head office using the same application and stores can track sales and stock live on every avenue. From financial point of view, LS Central drastically reduces financial complexity related to inconsistent financial data and offers a holistic view and centralized control over prices, inventory, offers, orders, customers, and products. LS Central's inventory management capabilities have the potential to leverage a mix of manual and automated replenishment tools to manage your stocks optimally, minimize inventory, and reduce out-of-stock situations.

To summarise, LS Central is a complete all-in-one retail software that is built within Microsoft Dynamics 365 Business Central, Microsoft's #1 ERP solution globally and brings together in one single platform financials (the Microsoft ERP), Point of Sale (POS), store operations, supply chain management, inventory, eCommerce, and customer loyalty.

[Check out the Press Release here >](#)

## Key Technologies

1. LS Central
2. Dynamics 365 Business Central

*CloudFronts team worked closely with Linchpin to ensure a successful migration to the Dynamics 365 Business Central and LS Central platform. We look forward to continuing our work with CloudFronts and leveraging this new platform for our growth.*

*- Abdul Muhsin Abdulla, CEO, Linchpin*

## Post Go-live

Post-Go-live, Linchpin is today reporting all the benefits of a fully integrated system into one single platform mainly sales, customer orders, purchasing, distribution, inventory, and financials. This has empowered Linchpin to track individual transactions from the POS to the general ledger and maximize your control over the business. LS Central's inventory management capabilities have enabled the client to manage their stocks optimally, minimize inventory, and reduce out-of-stock situations.

In short, Linchpin today has secured a sustainable competitive advantage by increasing their revenue and reducing operating costs with the deployment of LS Central. Furthermore, Linchpin has also signed a Mutual Services Agreement (MSA) contract with CloudFronts to ensure seamless maintenance and continuation of its Retail ERP platform.

Email us your requirements at [ashah@cloudfronts.com](mailto:ashah@cloudfronts.com) or fill out the [contact us form](#).