

Customer Success Story – Miniso Brand, Maldives – Dynamics 365 Finance, Supply Chain Management, Commerce and Power BI

CloudFronts partnered with the Miniso Brand in the Maldives to deploy Microsoft Dynamics 365 Finance, Supply Chain Management & Commerce, along with robust analytics powered by Microsoft Power BI across all their stores in the Maldives.

About Miniso

Miniso is a Japanese-inspired lifestyle product retailer, offering high-quality household goods, cosmetics, and food at affordable prices. Miniso owns more than 4,200 stores in over 80 countries and regions since 2013, including the Maldives, the US, the UK, Canada, Australia, Spain, UAE, India, and Mexico. Explore Miniso, Maldives at <https://soneesports.com/collections/miniso-brand>

Business Challenges

Miniso was looking for a robust, unified & cloud-based retail management system to streamline its retail operations and drive long-term value. They also needed a POS system to enable fast & easy sales transactions. In addition, they wanted to manage & track KPIs for analytics & data-driven decision-making and view customer data based on segment, store & product to avoid revenue loss.

Solution

CloudFronts successfully deployed Microsoft Dynamics 365 Finance, Supply Chain Management, & Retail (now D365 Commerce) on the Microsoft Cloud for increasing Miniso stores' efficiency to the highest level.

Microsoft Power BI was implemented to leverage store-level, brand-level, and SKU-level data for making data-driven business decisions. This enabled Miniso to realize the full potential of its customer data and understand customer behaviour and sentiment, online or in-store, and visualize shopper behaviour and interactions, identifying opportunities to better serve them and maximize revenue.



CloudFronts seamlessly deployed Dynamics 365 platform across all our Miniso brand stores and this has greatly helped us to monitor our financials, stores overall operations and enhanced our decision-making.

- Maumoon Abdullah, General Manager, Miniso Brand

Key Technologies

1. Dynamics 365 Finance
2. Dynamics 365 SCM
3. Dynamics 365 for Retail mPOS, cPOS
4. Microsoft Azure
5. Microsoft Power BI

Post Go-live

Post the migration to Dynamics 365, Miniso reported tremendous improvements:

- Better financial controls & In-depth reporting capabilities.
- Embedded real-time In-store analytics & predictive insights.
- Highly secured Retail POS Systems.
- Accurate and faster decision-making due to the availability of data on a unified platform.

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