

Customer Success Story – Miniso Brand, Maldives

CloudFronts helped Miniso deploy Microsoft Cloud ERP Dynamics 365 Finance, Supply Chain Management and Commerce (Retail) along with robust Power BI analytics across all their stores in 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, US, UK, Canada, Australia, Spain, UAE, India, and Mexico. You can explore about Miniso at [Miniso Brand | Sonee Sports](#)

Business Challenges

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

Solution

CloudFronts deployed Dynamics 365 business platform as an ERP across all Miniso stores in the Maldives. Apart from this, the project also included implementation of Dynamics 365 Finance, Supply Chain & Retail (now D365 Commerce) on the Microsoft cloud for increasing all their store's efficiency to the highest level.

Following Microsoft Dynamics ERP were implemented -

1. Dynamics 365 Finance
2. Dynamics 365 Supply Chain Management (SCM)
3. Dynamics 365 Commerce (Retail)

Microsoft Power BI Analytics: This was implemented to leverage store level, brand level, and SKU level data for making business decisions on data. Here, Miniso 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.

“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:

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