

Largest Mountain Resort in Ontario selects LS Retail



LS RETAIL



Country	Canada
Sector/branch	Hospitality
Solution	Microsoft Dynamics® NAV, LS Retail NAV and LS Hospitality
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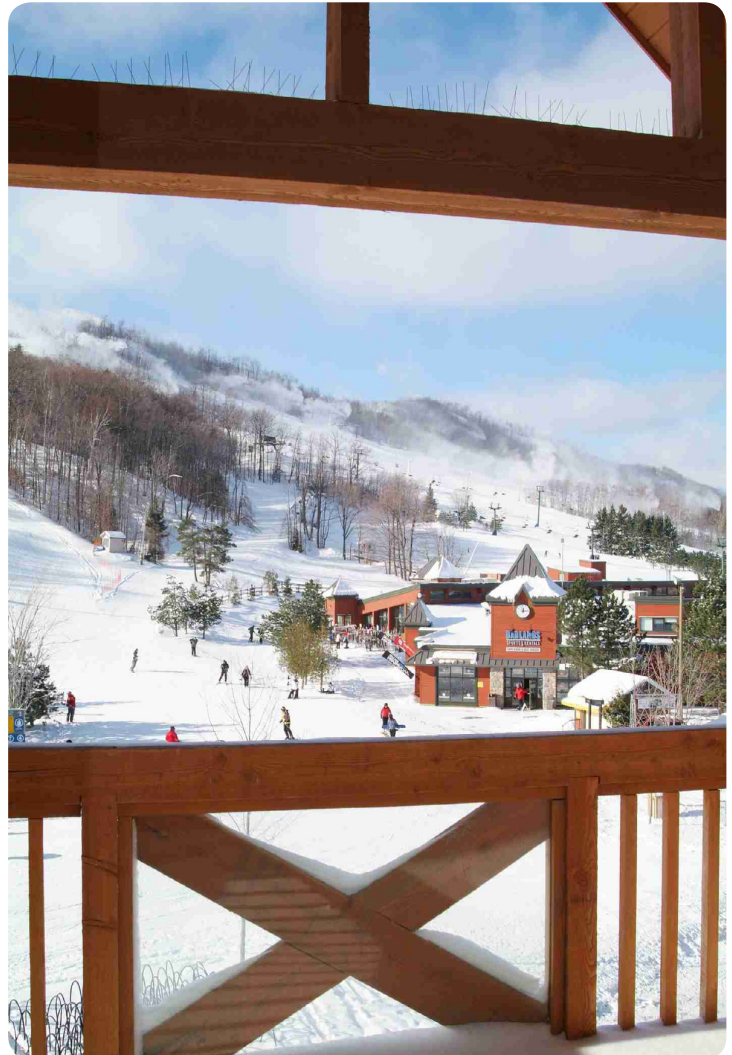
Customer profile

Blue Mountain, Ontario's largest mountain resort is nestled on the shores of Georgian Bay, located 90 minutes north of Toronto. Spanning over 700 acres, Blue Mountain has become the four-season destination of the North, visited by more than 1.5 million guests a year. Winter at the resort boasts 36 ski and snowboard trails enhanced by a world-class snowmaking system. The summer months offer the largest downhill mountain biking facility in Ontario, Monterra Golf course and a private beach property among other seasonal attractions. All year-round the resort attracts visitors to over 900 luxury accommodation units and 40 unique concept restaurants, bars and retail stores in the pedestrian village. Magnificent state-of-the-art conference space caters year-round to corporate meeting groups. Blue Mountain is 50% owned by Intrawest ULC.

Visit www.bluemountain.ca for more information.

Benefits of the Solution

- Complete end-to-end Retail and Hospitality Solution
- Standard Interface across the Board
- Ensures Customers' Satisfaction and Retention with Quick Delivery
- Greatly Improved Transaction Time
- Eliminates Manual Processes, Saves Person-Hours
- Allows Data Analysis for Enhanced Business Decisions
- Ticketing and Rental system (to be installed Fall 2010)
- Complete Itinerary Booking with Dynamic Customer Packaging and Associate Discount
- Greatly Reduced License Costs



Strives towards Excellence

Blue Mountain Resort began with the dream of a man named Jozo Weider. In 1941 the Czechoslovakian born Weider had the vision to develop a winter resort in the province of Ontario. Based on this vision, in the decades to come, Blue Mountain Resorts Ltd. would evolve into Ontario's premier four season resort.

Blue Mountain offers over 37,000 square feet of conference space. In April of 2010, Blue Mountain Resort accepted the Meetings and Incentive Travel Magazine Readers Choice Award for the Best Meeting Facility and Service Excellence.

Blue Mountain Resort and its amenities attract hundreds of thousands of people to the Collingwood area each year. The Resort has an incredible influence on tourism and is a major employer for Collingwood and the surrounding area. Blue Mountain employs ~650 full-time year round with benefits, ranging up to 1,700 during peak winter seasons; resulting in an annual payroll of over \$25,000,000.



Business Case

Enhancing the guest experience is central to the corporate mission at Blue Mountain, but tasks like buying a ski lift pass or ski lessons were often time-consuming, not to mention costly for the company.

Prior to implementing LS Retail NAV, the company did not use any structured solution. The company used an extensive number of different vertical applications, which did not consolidate data.

Diverse systems add to data integrity issues and manual data re-entry. In the absence of an automated environment, all the different systems acted as separate entities. Carrying out critical functions including communication, compilation and replication of data among all outlets and the head office was almost an impossible task. Apart from being a time-consuming activity, manual re-entry of data required much man-power and often resulted in inaccuracies along with higher administrative cost. In fact, it became completely prohibitive in relation to management initiatives.

Moreover, due to lack of an integrated system, initiatives such as loyalty programs were far too costly to initiate as Blue Mountain had to pay development costs to many vendors.

The company lacked a systematic procedure to carry out an item level or product level analysis, implement and monitor new promotion schemes, check the performance of each product on

the basis of high or low selling products and promote them accordingly.

Previously, Blue Mountain also used Squirrel hospitality system for their food/beverage divisions. This was yet adding another disparate system, which even further so increased costs.

Blue Mountain knew that disparate, standalone systems could no longer meet its requirements. So when the company needed to replace the aging and disparate systems used, they saw it as an opportunity to raise the bar in how they interact with customers, as well as improve the overall customer insight capabilities.

Hence, the company decided to update its infrastructure and processes to support the continual growth process. It sought a solution to take care of best practices and Data consolidations at the head office, handle billing of all stores, manage multiple POS terminals, supervise stocks and store-wise profitability, define promotional offers and schemes, manages its hospitality business, as well as provide online, on time information.



The Solution

To manage their diverse needs, Blue Mountain Resort considered different solutions. After detailed evaluation of the product, Blue Mountain Resort chose to implement LS Retail 2009.1 and LS Hospitality, built on Microsoft® Dynamics™ NAV 2009 with Service Pack 1.

LS Retail NAV is a flexible POS based solution that can be configured according to their requirements and maintains common data over the entire organization. Since the POS terminals, back office and head office, all use the same application and functionalities, the individual transactions are directly tracked from the head office.

Blue Mountain's strategy is to produce a one stop shop where customers can do all ticketing, rentals, booking for example via the call center, managing lessons such as ski or golf lessons, season passes like bike applications and many more. The customer can thus go online to their website, and book a complete itinerary allowing dynamic packaging with associated discount.

"LS Retail represents a true paradigm shift for Blue Mountain. We can now service our guests with a fully integrated solution replacing what previously required five vertical market applications. We have achieved significant returns but even more importantly, the staff loves it."

John Gowers, IT Director, Blue Mountain Resorts

Benefits

Overall, the solution has vastly enhanced efficiency in operational practices as well as profitability.

The Blue Mountain Staff is more efficient and can quickly attend to customer requirements. Attendance is faster, with significantly improved transaction time.

Since one unified application is used throughout the whole cycle, employees only have to be trained on one system, and can be moved around to different divisions easily and thus reduce training costs.

The LS Hospitality system is easy to use and a part of the LS Retail system, which also reduce training time.

In addition, the call centre is set up to manage its operations and communications with the customers through LS Retail NAV, and license cost is considerably much lesser as previously, as the company had formerly used a third party call center solution.

Overall, licensing costs and hardware costs are greatly reduced, as Blue Mountain only has one complete integrated system.

Scalability and customization abilities of LS Retail NAV are ideal for Blue Mountain's retail environment for it efficiently manages all POS terminals which can be increased as per future requirements. The back office operation automates data reconciliation from all the different departments at the head office. Moreover, it ensures total data and system integrity.

By implementing the new solution, Blue Mountain Resort now has business management software that controls processes from store to head office level and vice-versa. It stores sales information for analysis and reporting purposes and also follows sales trends. Furthermore, it is easy to use, ensures good connectivity and consistent operating speed, is rich in features, is reliable and most of all is cost effective.



About LS Retail

LS Retail is the leading provider of end-to-end solutions for the Retail and Hospitality industry based on Microsoft Dynamics technology.

LS Retail is sold and supported by more than 120 certified partners in over 60 countries, which makes it possible to deploy LS Retail on a worldwide scale. This is probably the largest existing channel for a vertical Microsoft Dynamics add-on product. All our partners are certified and have undertaken advanced training on LS Retail NAV.

LS Retail is a 2009 Inner Circle and President's Club for Microsoft Dynamics® member and Microsoft Dynamics ISV Partner of the Year for Western Europe 2009.

LS Retail has been installed by more than 1.500 companies with 27.000 stores operating over 55.000 POS terminals worldwide. Among many satisfied users of our solutions are: adidas, Kiddicare UK, Dobbies Garden Centres, Dreams, Rivoli Group, aswaaq, Popular Bookstores, Pizza Hut, IKEA, SPAR Belgium, HDS, ABRL Group, Disney Artist Shops, Uninor, Gallo Retail, Inc., Bodycare International, APC Japan, Baltika Group, Cili Pizza, Elie Saab, Wind Italy and many more.

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