



M.video: S&T Russia integrates data

The customer

M.video, Russia's first and only retail chain for entertainment electronics to be listed on the stock market, has been active in the Russian market since 1993. The business has over 140 branded branches in 59 Russian cities, amounting to a combined total sales area of 375,000 m². In 2007, M.video was chosen as the best retail business in the prestigious "Number 1 Brand / People's Choice Brand" competition.

The challenge

As the company's data quality in 2007 no longer matched its management requirements, S&T Russia was commissioned to plan and implement a solution to integrate SAP with the existing corporate data system. The two primary project goals – the provision of a clear overview of both the warehouse stock and of the associated current goods acquisition prices - were achieved within the scheduled project time by virtue of the precise procedural methods used and the professional implementation measures. S&T Russia first logged the company's main goods in the SAP system and then recorded the warehouse storage areas (storage halls, shops and service centers). In the next step, the various types of order were harmonized. Now it is possible to automatically place and process orders using the corporate data system - but manual orders can be executed too without any additional fine tuning. Further work was then carried out to consolidate the various types of sales orders as well as the types of goods flows (movement of goods between subsidiaries,

product depletion, difference calculations during the dispatch of goods). And the final step was to carry out a fine tuning of the recording of all retail sales with regard to depreciation of the acquisition price.

The project

Thanks to the project, the M.video management now has access to a whole range of reports which greatly facilitate the decision making processes and management of the company. There is, for instance, a report available that details goods availability broken down by date and time period. The flow of goods between subsidiaries is now also well documented; the goods are accurately and uniformly classified and labeled with their current status (sellable/unsellable). Furthermore, a comprehensive stock directory, in detail and for each subsidiary, provides an overview of the goods situation in the business. In addition, there are reports detailing bottlenecks experienced during the picking as well as the purchase prices paid for goods at each subsidiary.

Benefit to the customer

- access to all subsidiaries reports
- documentation of flow of goods
- overview of the goods situation



"The S&T Russia team proved itself to be a group of experts with comprehensive experience of the retail sector. They have impressive skills, knowledge and experience in the field of recording goods flows and in integrating SAP with other systems. This was very helpful when it came to finding to a multi-layered solution to match M.video's requirements."

Mikhail Dereshev, Head of the ERP Department at M.video

S&T Russia

S&T has played an active and successful role in the Russian market since 2000. Currently the company employs more than 80 people in its Moscow branch which serves some well-known clients, such as Alfa-Bank, Kraft Foods, MICEX, Rosbank, UCS and Vypelkom. S&T (IMG) is active in Russia since 2006 and part of the S&T Group since January 2007. Together and with a strong network of partners services can be offered throughout Russia and CIS.

S&T Russia belongs to the S&T Group, which with about 3,150 employees in 22 countries and a preliminary 522,2 million Euros revenue in 2007 is the leading provider of IT consulting, IT solutions, and IT services for customers in Central and Eastern Europe (CEE) and the Germany-Austria-Switzerland region.

Moscow

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