



## Freshmart Case Study



### Their Situation

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**Freshmart**, a specialty retail chain dedicated to healthy, sustainable products, operates a unique combination of supermarket, deli, creamery, and supplements vitamin stores. Despite their success, Freshmart faced significant challenge managing tens of thousands of products—many of them perishable—across multiple locations.

Their reliance on **Microsoft Dynamics GP** and **NCR Counterpoint POS**, while functional, couldn't keep up with their growing operational needs. They struggled with balancing supply and demand, lacked real-time perpetual inventory capabilities, and relied on a team of fourteen full-time professionals to manage purchasing. To stay competitive in a fast-evolving retail environment, Freshmart needed a cutting-edge, integrated solution to meet their ambitious goals.

### The Implementation

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After evaluating various options, **Freshmart** partnered with **LS Retail** and **Optimus Business Transformation** to implement LS Central, an advanced unified commerce platform built on **Microsoft Dynamics 365 Business Central**.

Over the course of a year-long evaluation, LS Central proved to be the ideal choice for Freshmart's complex operations. The system offered seamless integration of POS, retail, and hospitality functionality, as well as advanced planning and replenishment tools. It also provided mobile-enabled POS and inventory management, real-time inventory tracking, and robust analytics through Power BI. With the guidance of Optimus, the implementation process aligned perfectly with Freshmart's business objectives and long-term vision.

### The Solution

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**LS Central** revolutionized Freshmart's operations, unifying their diverse offerings under a single system. The platform allowed Freshmart to manage their supermarket, deli, and supplement shop as one cohesive brand while providing a consistent customer experience across all channels.



Microsoft Dynamics 365  
Business Central





Real-time inventory tracking transformed Freshmart's purchasing and accounts payable processes, reducing inefficiencies and manual workloads. LS Central's omnichannel capabilities, including delivery, pickup, and loyalty programs, enabled Freshmart to engage customers through modern, in-demand services. Power BI analytics gave their management team the tools to make smarter, data-driven decisions, further improving their operational precision.

## Benefits

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The implementation of LS Central delivered immediate and lasting benefits for Freshmart. With a unified platform, they streamlined inventory management and significantly reduced the need for manual intervention, allowing their team to focus on growth initiatives.

During the COVID-19 pandemic, LS Central's flexibility allowed Freshmart to pivot quickly, offering drive-thru, pickup, and third-party delivery services. These efforts not only maintained operations but also boosted revenue and strengthened the brand's visibility. By centralizing all functionality within one system, Freshmart created a seamless, scalable framework for future expansion.

Looking ahead, Freshmart plans to leverage LS Activity to manage cooking classes and other events, enhance planning and analytics capabilities through Power BI, and explore international franchising opportunities. LS Central's scalability and localization features will ensure Freshmart remains agile and ready to tackle new challenges.

## Conclusion

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**Freshmart's** partnership with **Optimus Business Transformation** highlights the transformative impact of adopting a unified commerce solution like **LS Central**. By integrating their operations into one cohesive system, Freshmart overcame inefficiencies, streamlined workflows, and elevated the customer experience.

As Freshmart continues to grow and innovate, LS Central provides the robust foundation they need to expand internationally, improve operations, and meet the evolving demands of the modern retail landscape. The result is a business that's not only thriving but also positioned to lead the way in sustainability and customer satisfaction.

