AVON Skincare and Cosmetics: PAN India Distributor/Retailer | Transformation to ERPNext Retail Software

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AVON naturals HAIR CARE
Black Shine
BLACK SESAME & BHRINGRAJ
2-in-1 SHAMPOO & CONDITIONER
ADVANCE TECHNIQUES BY AVON
Reconstruction
SHAMPOO
little black dress
NOVA

Summary

AVON, a World Top 50, in the beauty, fashion, and lifestyle sectors, operates over 200 stores across 60 cities with a team of more than 800 retail experts. Seeking a more flexible and cost-effective alternative to Microsoft Dynamics 365 (Axapta), the company embarked on a journey to transition to ERPNext- A open source software. With its open-source flexibility and cost-effective features, ERPNext empowered AVON to tackle key challenges, including streamlined financial management, a customizable and easy to use interface, and much more.

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Insights

AVON effortlessly migrated data from Dynamics AX (Axapta) to improve efficiency and cut costs by switching to ERPNext, a cloud-based ERP system. This move eliminated expensive licensing fees and allowed them to invest more in customer satisfaction and business growth. ERPNext's modern technology kept AVON up to date with industry standards and innovations.

The flexibility of ERPNext was a game-changer for AVON, enabling them to adapt the system to their specific workflows and quickly respond to market changes. With NestorBird's help, they integrated online and offline sales channels into a single order management system, reducing manual errors and boosting customer satisfaction. Along with that, the Inventory management became much easier with ERPNext. AVON could track stock in real time, helping them avoid overstocking and stockouts. This improved their planning and decision-making.

NestorBird also customized AVON's purchase orders, improving vendor relationships and supply chain efficiency. The system supported multiple currencies and payment methods, making international transactions smooth and transparent. Furthermore, ERPNext's finance and reporting tools provided valuable insights, helping AVON monitor performance and make strategic decisions. The integration of SMS and WhatsApp enabled timely customer communication, enhancing the shopping experience.

The user-friendly interface made ERPNext easy for employees to learn, reducing training time and allowing them to focus on customer service. With NestorBird’s round-the-clock support, AVON had peace of mind knowing help was always available. ERPNext also supported AVON's growth, easily accommodating new stores and sales channels. The smooth data migration from Dynamics AX ensured minimal disruption, allowing AVON to transition without a hitch.

To gain a deeper understanding, please read this case study of AVON's transition to **ERPNext for Retail - The Complete Solution**, highlighting how NestorBird facilitated a smooth transition with solutions made specifically to foster their unique retail needs.

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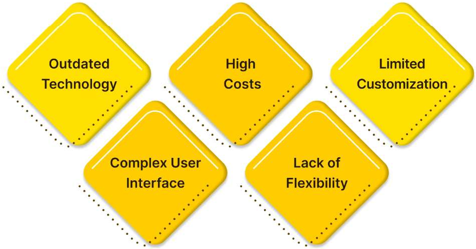
The Challenges

The Challenges

Before implementing ERPNext, AVON faced several challenges with their existing ERP system:



Challenge 1

High Costs

Microsoft Dynamics required a substantial upfront investment for licensing, implementation, and customization. Additionally, the platform demanded significant ongoing expenses in the form of subscription fees, maintenance, and updates. AVON’s financial outlay did not justify the system's performance and capabilities, encouraging the search for a cost-effective solution. With ERPNext they can now enjoy the benefits including, No ownership cost and No hidden/per-user license cost.

Challenge 2

Outdated Technology

Dynamics AX, built on legacy technology frameworks, struggled to integrate with newer systems, modern software, and third-party applications. This incompatibility hindered AVON’s ability to adopt and leverage cutting-edge technologies and innovations, limiting their growth and operational efficiency.

Challenge 3

Limited Customization

Dynamics AX's rigid architecture made customization challenging, hindering the ability to adjust the system to fit unique business processes, workflows, and industry-specific requirements. Plus, any change in the interface required extensive development work, leading to increased time and costs.

Challenge 4

Complex User Interface

The user interface of Dynamics AX was complex and not intuitive, resulting in a steep learning curve for employees. Employees faced difficulties in accessing necessary information quickly, impacting productivity and overall operational efficiency.

Challenge 5

Lack of Flexibility

The rigid structure of Dynamics AX limited AVON's ability to adapt to changing business needs and market dynamics. As the retail industry evolved, AVON required a system that could quickly accommodate new business models, sales channels, and **customer engagement strategies**. With ERPNext they can now integrate with any e-commerce portals including Amazon, Shopify, etc. as well as integration with various shipping partners including DTDC, BlueDart, Delhivery, etc.

Get ERPNext: World’s 100% open source ERP software for your Retail Industry

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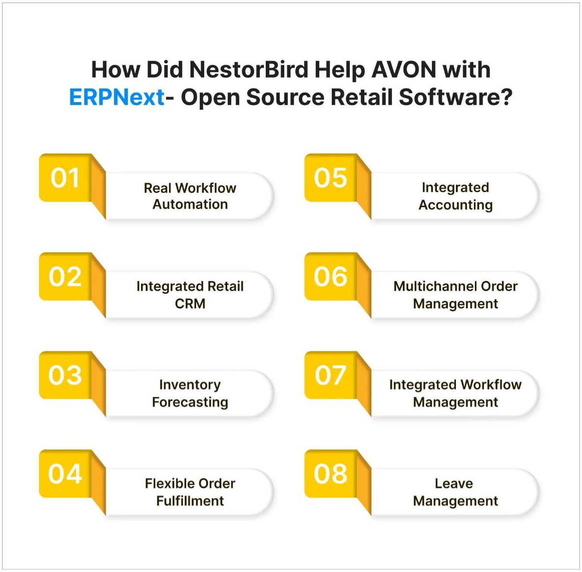
How Did NestorBird Help AVON with ERPNext- Open Source Retail Software?

When AVON decided to transition from Microsoft Dynamics AX to ERPNext, they were eager to overcome the challenges they faced with their existing system.


How Did NestorBird Help AVON with ERPNext- Open Source Retail Software?
01 Real Workflow Automation
02 Integrated Retail CRM
03 Inventory Forecasting
04 Flexible Order Fulfillment
05 Integrated Accounting
06 Multichannel Order Management
07 Integrated Workflow Management
08 Leave Management

Real Workflow Automation

AVON quickly discovered the benefits of real workflow automation with ERPNext. By reducing manual tasks and speeding up processes, they were able to manage their daily operations more effectively. This automation freed up time for their team to focus on strategic activities that drove the business forward.

Integrated Retail CRM

With ERPNext's integrated retail CRM, AVON found new ways to connect with their customers. The system provided a complete view of customer interactions, enabling AVON to create personalized marketing strategies and enhance customer satisfaction. This deepened the bond between AVON and its customers, fostering loyalty and trust.

Inventory Forecasting

Accurate inventory forecasting became a game-changer for AVON. ERPNext empowered them to predict demand with precision and optimize their stock levels. This capability reduced the risk of overstocking and stockouts, allowing AVON to manage their inventory more effectively and efficiently.

Flexible Order Fulfillment

ERPNext's flexibility in order fulfillment was a perfect fit for AVON. They could now adapt to their customers' changing needs and fulfill orders across various channels, whether online or in-store. This flexibility improved the overall shopping experience for their customers, boosting satisfaction and sales.

Integrated Accounting

The integrated accounting features in ERPNext made financial management much simpler for AVON. ERPNext integrated ClearTax for E-Invoice and E-Way Bill, with automated transactions and real-time financial insights. They also formulated payment integrations with major banks like SBI, CODHD, and Axis Bank. Moreover, Integration with banking & govt taxation portal is possible. This reliability gave AVON the confidence to make informed financial decisions.

Multichannel Order Management

AVON embraced multichannel order management with ERPNext, effectively handling orders from multiple sales channels. Whether customers shopped online or in physical stores, AVON could process orders consistently and efficiently, providing a seamless experience for their shoppers.

Integrated Workflow Managementt

The integrated workflow management tools in ERPNext helped AVON streamline their operations. Improved coordination between departments meant that everyone was working together more smoothly, enhancing productivity and collaboration across the company.

Real-Time Inventory

Having access to real-time inventory tracking was a revelation for AVON. Up-to-date stock information enabled them to make quick, informed decisions and respond promptly to market demands, keeping them ahead of the competition.

Leave Management

Managing employee leave became easier with ERPNext's leave management feature. AVON reduced administrative burdens and improved HR operations, allowing employees to focus on what they do best: delivering exceptional service to customers.

Through their partnership with NestorBird, AVON transformed their operations with ERPNext. This journey not only resolved AVON's previous challenges but also positioned them for continued growth and success in the competitive retail market.

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How can NestorBird Help Your Retail Industry implement ERP Retail Software without disrupting your operations?

NestorBird is one of the top-rated ERP retail industry software providers in North India. We are experts in implementing the customizable ERPNext software in businesses including retail, manufacturing, academics, education, healthcare, food, and the marketplace. With a remarkable record of 200+ successful ERPNext implementations, we have become the growth-driving factor of many top global businesses.

What Makes Us Unique in the World of ERP?

- Free ERP Live Demo
- 100+ Certified ERP Developers
- 24*7 Technical Support
- Easy & Fast ERP Implementations
- Free Business Consultation

Join the ranks of successful businesses that have transformed their operations with NestorBird's ERP solutions. Let us help you implement ERP retail software that enhances efficiency and supports your business's growth without disrupting your daily activities.

Final Thoughts

The successful implementation of **ERPNext** for skincare and cosmetic industry AVON by NestorBird showcases the significant advantages of transitioning to a modern, cost-effective, and flexible ERP solution. By addressing the limitations of its previous software and enhancing operational efficiency, AVON is well-positioned for continued growth and success.

Get ERPNext's best services and no hidden charges for your retail business.

Get a Free Consultation

If you are looking for an open-source cloud based ERP software solution for your business, call us at +91-9878990102 or drop us a query at sales@nestorbird.com today!