



About New Look Eyewear:

New Look Eyewear has been a leader in the Quebec eyewear industry for the past 20 years. The company is a subsidiary of the Benvest New Look Income Fund. Its shares are listed for trading on the Toronto Stock Exchange (BCI.UN), making New Look Eyewear one of the very few public companies in the Canadian retail optical industry.

Solution:

New Look Eyewear selected Strophe, a Microsoft® Gold Certified Partner, to implement Microsoft Dynamics™ GP 10.0. As part of the project, Strophe successfully deployed and customized the finance and distribution modules.

Benefits:

- More precise and accurate inventory levels for the distribution centre
- Increased access to information
- Easier access to transactions
- Replacement of paper-intensive processes

Partner:



The Strophe Group Inc.
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“Strophe is very much like New Look Eyewear: a team of dynamic, qualified and proactive people. That is why we trusted them. Also, we could see right from the beginning that we shared the same vision. It was a perfect fit!”

Martin Galerneau, Director of Information Technologies

Business needs:

The previous systems could no longer support the rapid growth of New Look Eyewear. Some of the challenges New Look Eyewear faced included the lack of integration between the accounting and distribution systems, disparate solution platforms, and numerous manual entries. Consequently, New Look Eyewear was in need of a fully integrated solution that would centralize information and make staff members less reliant on the IT department to accomplish basic daily tasks.

Solution:

After carefully considering all the potential solutions that could meet the company's requirements, New Look Eyewear chose Microsoft Dynamics GP and Strophe. Given Microsoft's solid experience and the flexibility and scalability of Microsoft Dynamics GP, New Look Eyewear feels confident that the company will be able to pursue its growth while using a solution that will remain up-to-date. In order to optimize the use of the solution, Strophe implemented financial and distribution modules and integrated them with New Look Eyewear's inventory management software and their distribution centre's customized software. In addition, New Look Eyewear asked Strophe to customize some data entry windows to better meet their specific needs.

Benefits:

Implementing Microsoft Dynamics GP led to several modifications and improvements for New Look Eyewear. The distribution centre now benefits from automatic inventory updates. Since financial data can be compiled more rapidly, access to summaries and detailed financial information has been greatly improved. Also, thanks to electronic purchasing control, there is no longer any unnecessary printing. The IT staff can devote more time to developing new applications.

About Strophe:

It was obvious to New Look Eyewear from the very first meetings that they shared the same vision with Strophe: dynamic, realistic, professional. This first impression was later confirmed when Strophe presented its needs analysis and budget, which were respected for all the projects. As stated by the project supervisor, Martin Galerneau, Director of IT: “The people involved were qualified and trustworthy, so we felt comfortable relying on them when necessary.”

