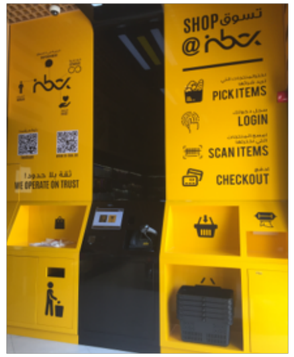
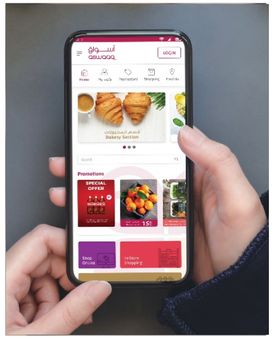
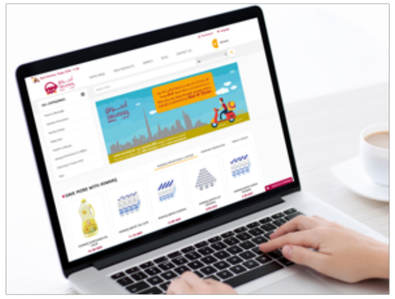




أســـــواق
aswaaq

PRESENTATION

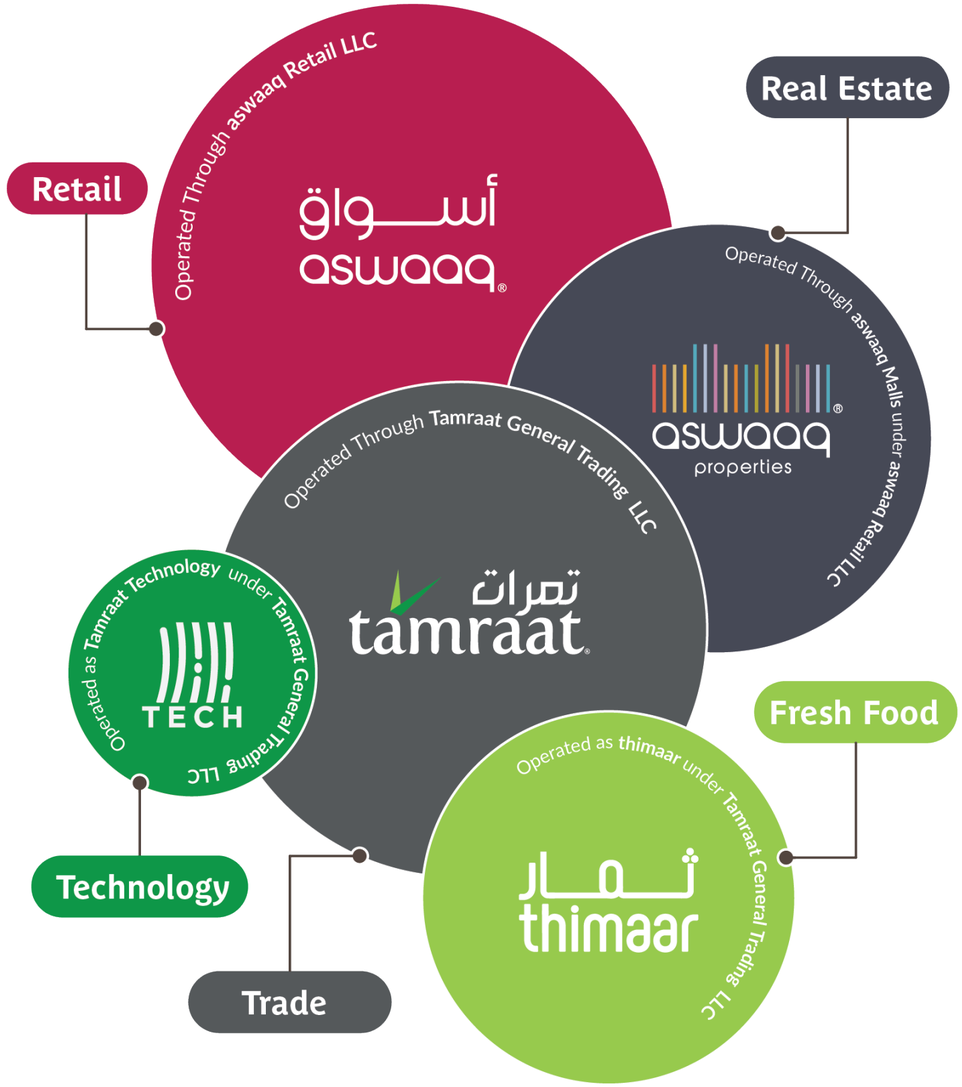
LS Retail - Webinar



About aswaaq

*“We have solutions that are basically dependent on our youth, like the aswaaq project which is based on state-of-the-art technology, minimizes the need for **marginal labor** and provides a wide range of opportunities for the youth.”*

His Highness Sheikh Mohammed bin Rashid Al Maktoum, the Vice President of UAE, Prime Minister and Ruler of Dubai said during the presentation of the UAE government’s strategy in April 2007.



أسواق لغة الجميع!

let's all speak aswaaq!

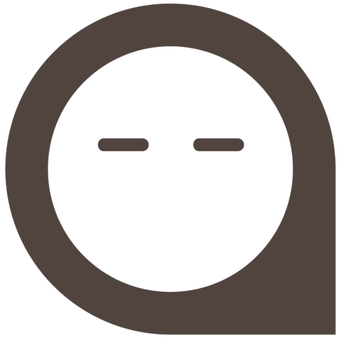
Come and see

حياكم!

Talk about it

Asian

Hello!



Oriental

aswaaq Retail Domains

أسواق aswaaq®

11

Supermarkets

أسواق aswaaq® mart مارت

11

Marts

inbox

01

Inbox

700 +

Employees

250,000+
Sq Ft

Total Space

27,000 +

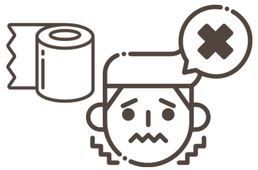
No of SKU’s

OUR INNOVA
أسـواق
aswaaq
Innovation

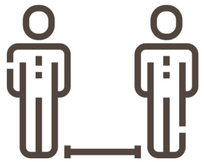
COVID-19 - Changes

Lock down

People / Crowd

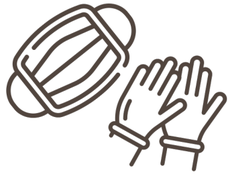


General Panic / Panic Buy



Social Distancing

Personal Sanitization



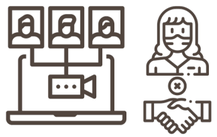
Protective Mask & Gloves

Temperature Check

Touchpoint Sanitization

Covid-19 Awareness

Online Activity & Platforms



Lifestyle

Remote Working / Work from Home

Safer environment for the Employees

For preventing the Covid-19 impact, aswaaq Head Office has taken measures to deep clean and sanitize the entire Office Space apart from the regular maintenance and cleaning procedures.

Initiatives During - COVID 19

Service for the Elderly, Disabled & Family

As a socially responsible and community-based organization, aswaaq is always committed to serve.

Hotline to Order

No Delivery Charge

High Order Priority

Express 1 Hour Delivery

Innovation & Technology - Framework

TECH

Infrastructure, Systems & Storage

Microsoft
IBM
CISCO
Microsoft Azure
nimblestorage
Honeywell
ZEBRA
NCR

Application – ERP, Retail, HRMS and power APPS

Microsoft Dynamics 365 Business Central
LS Central
Paylite HUMAN RESOURCE MANAGEMENT SYSTEM
TempTrack Temperature Monitoring Solutions

Payment Gateway

FAB First Abu Dhabi Bank
Network International Payment Solutions
CyberSource the power of payment

Communication

etisalat
du

Remote Connectivity

CITRIX
Azure

Data Warehousing & Visualization

biodynamics Transforming your data into knowledge
connexica Delivering Insight to Drive Change

Security

paloalto NETWORKS
SOPHOS Cybersecurity made simple
Azure Active Directory
digicert

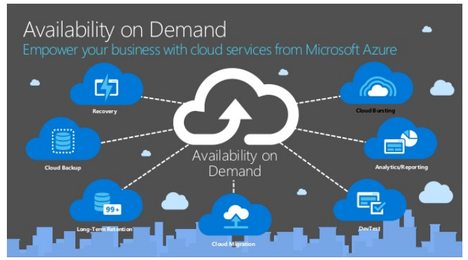
eCommerce

Magento
nopCommerce

Collaboration & Task Management

Office 365 Collaboration Tools
freshdesk

Business Continuity



Digital Eco - System

iDeo interactive Digital ecosystem | aswaaq

Governance

Projects
Project Management Office
COBIT 5

Core Business Solution - Adoption

We were exploring a solution…

Management of the Platform

To have a timely, accurate and seamless flow of information across the enterprise.

Cost effective

Scalability of the Platform

Skill availability in the region and global.

…we conclude the solution with

LS Central

Dynamics 365 Business Central

aswaaq Interactive Digital Ecosystem

With the ongoing Digital Acceleration, Innovation programs and be on global technology trend, aswaaq could adapt to the disruption and challenging situation with minimum learning curve and zero disruption to the business.

INITIATION

Empowering towards a Frictionless Experience

Identified Touch Points

Employees

Head Office

- Work out of Office
- Document Formalization

Back Office

- Purchase Order Processing

Shop Floor

- Customer Support
- Cash Counter

Technology

- Support - Data Center
- Support – Workstation
- Printers

Customers

- Experience

Vendors

- Order Consolidation
- Over Stocking
- Vendor Portal Platform
- Ensure availability by Trend
- Digitalization of Documentation

Benefits | Direct & Indirect

Financial

- Reduced Administrative and Travel cost

Operational

- Instant Communication and Action

Employee

- Secure
- Efficient

Challenges

- Learning Curve
- Cultural Change
- Ease of use
- Stability
- Cost
- Security
- Risks

Operation Effectiveness Measurement

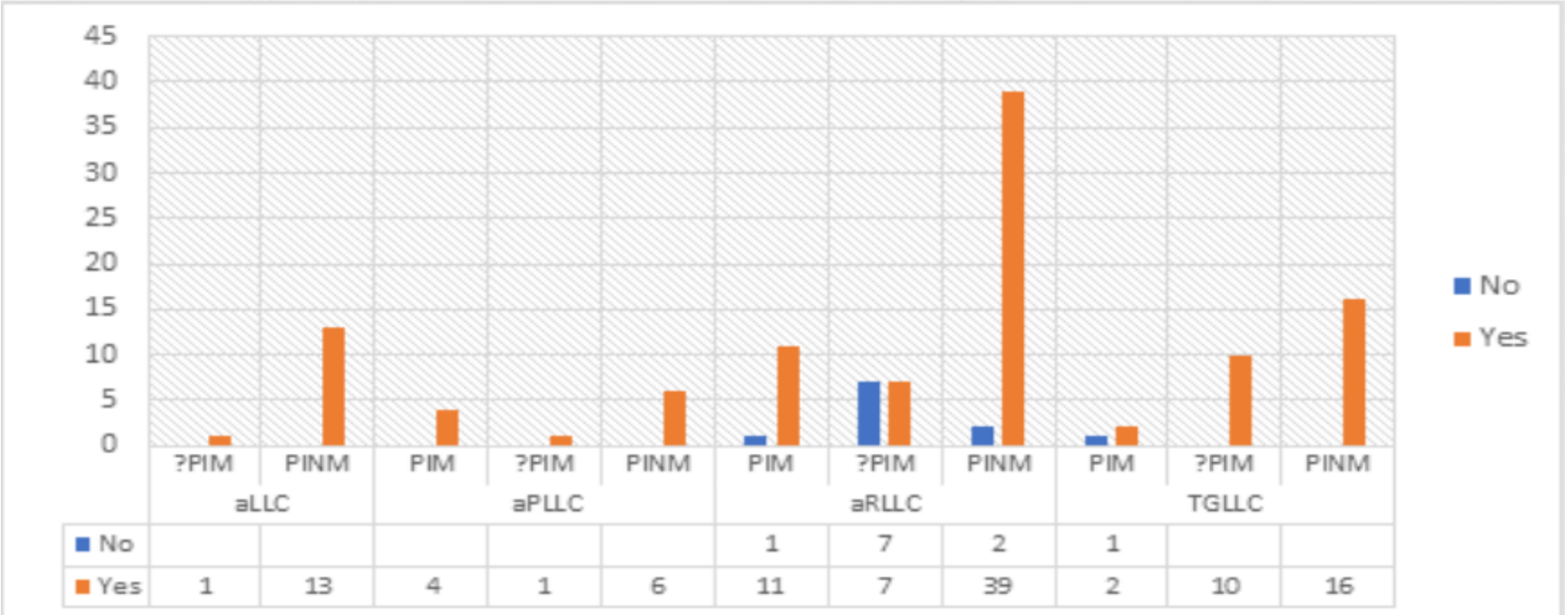
Jobs to be Managed & Track the Progress through Jobs | Planner | Projects | ToDo | Lists

EXECUTION

Empowering towards a Frictionless Experience

Control Frameworks

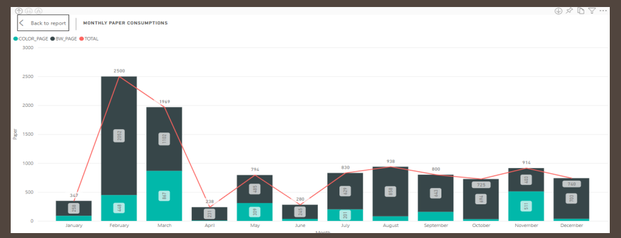
Do's	Manage routine tasks through Project, Planner, Tasks, Lists Excel etc on O365 platform.	**Don'ts**	New functionalities / enhancement / changes which are not **Critical in nature.**
Challenges	• Physical Interaction Mandatory • Information Security • Non-Technology-Savvy • Internet connection speed @Home • Technology staff may have to present on site (To monitor DataCenter & Shop Floor devices) • System - Load, Availability & Scalability • Business Continuity	**Risk Mitigation**	• Since some of them are very new to this practice, there can be glitches during the initial proceedings. • But any technical glitches can be fixed remotely. • Training videos can be shared to empower.



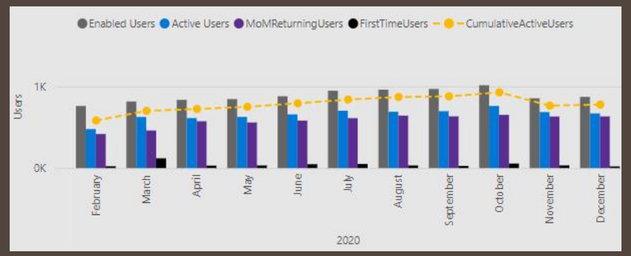
	?PIM	PINM	PIM	?PIM	PINM	PIM	?PIM	PINM	PIM	?PIM	PINM
	aLLC		aPLLC			aRLLC			TGLLC		
No						1	7	2	1		
Yes	1	13	4	1	6	11	7	39	2	10	16

IMPLEMENTATION

Adoption to the current and futuristic technology enabled us to accelerate the transformation and efficient way of operation for customer and employees. With minimum learning curve and zero impact on the business.



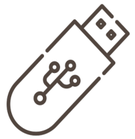
Paper Consumption Trend 2020



Enabled **Modern Workplace using Office 365**, which empowered employees to operate efficiently from remote location.

Minimize Touchpoint on the Printer & Handling papers for the signature minimized by using Digital Signature

Digital Business Card



File Sharing handled through One drive & Share point

Digital Visitor Registration using Microsoft Forms and Microsoft Power Automate

Digital Attendance using Microsoft Kaizala avoided the biometric

Visitors Registration
Scan to Register

come see! arabic shout it! asian hello! oriental

Microsoft Forms

2020March17

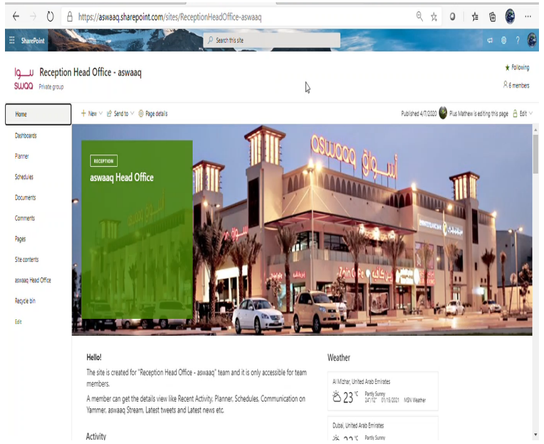
Frictionless Attendance
Scan to Register

come see! arabic shout it! asian hello! oriental

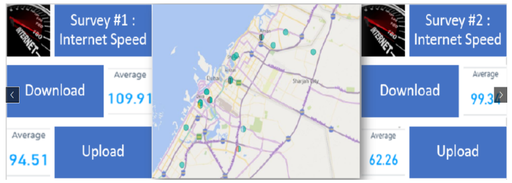
Microsoft Kaizala

2020March08

Alternatively : Use Attendance Device



Virtual Reception



Windows Virtual Desktop

Windows Virtual Desktop

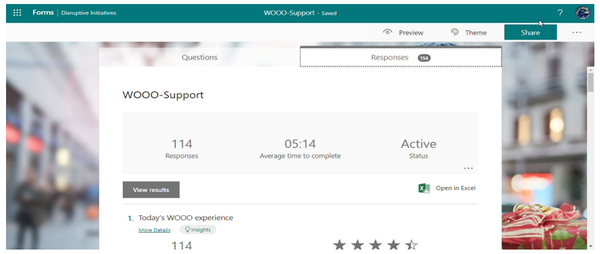
- Comprehensive Security Compliance
- Live Backup
- 100% Disaster Recovery Model
- High Availability anywhere

eWallet

Evolving to **Cash Free Transaction**
Digital Payment.

aswaaq App

Frictionless in-store shopping experience



Risk Mitigation & Measure the Effectiveness
- Logs Analyzed
- Feedback and Suggestion Survey
- Polls

Frictionless Shopping

Overview

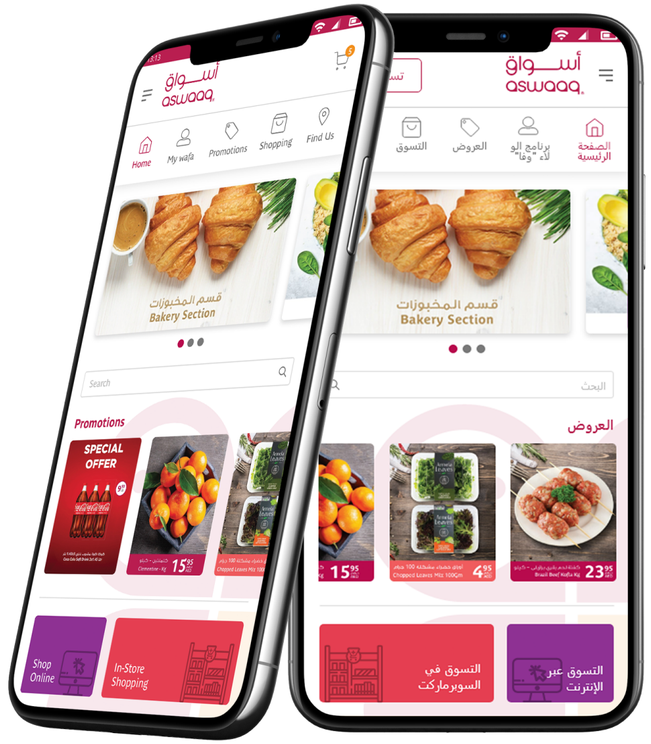
aswaaq is one of the first retailers to adapt the technology providing a frictionless shopping experience in the region. With the digital transformation activities and solutions framework aswaaq could easily adapt to the pandemic with a seamless operation .

Challenges

With the pandemic, foot fall in the stores have drastically gone down. Customers even coming to the stores are afraid of handling cash or to use store provided equipment. To provide a contactless, seamless and safe shopping experience in the stores as well as online.

ANDROID APP ON Google play

Download on the App Store



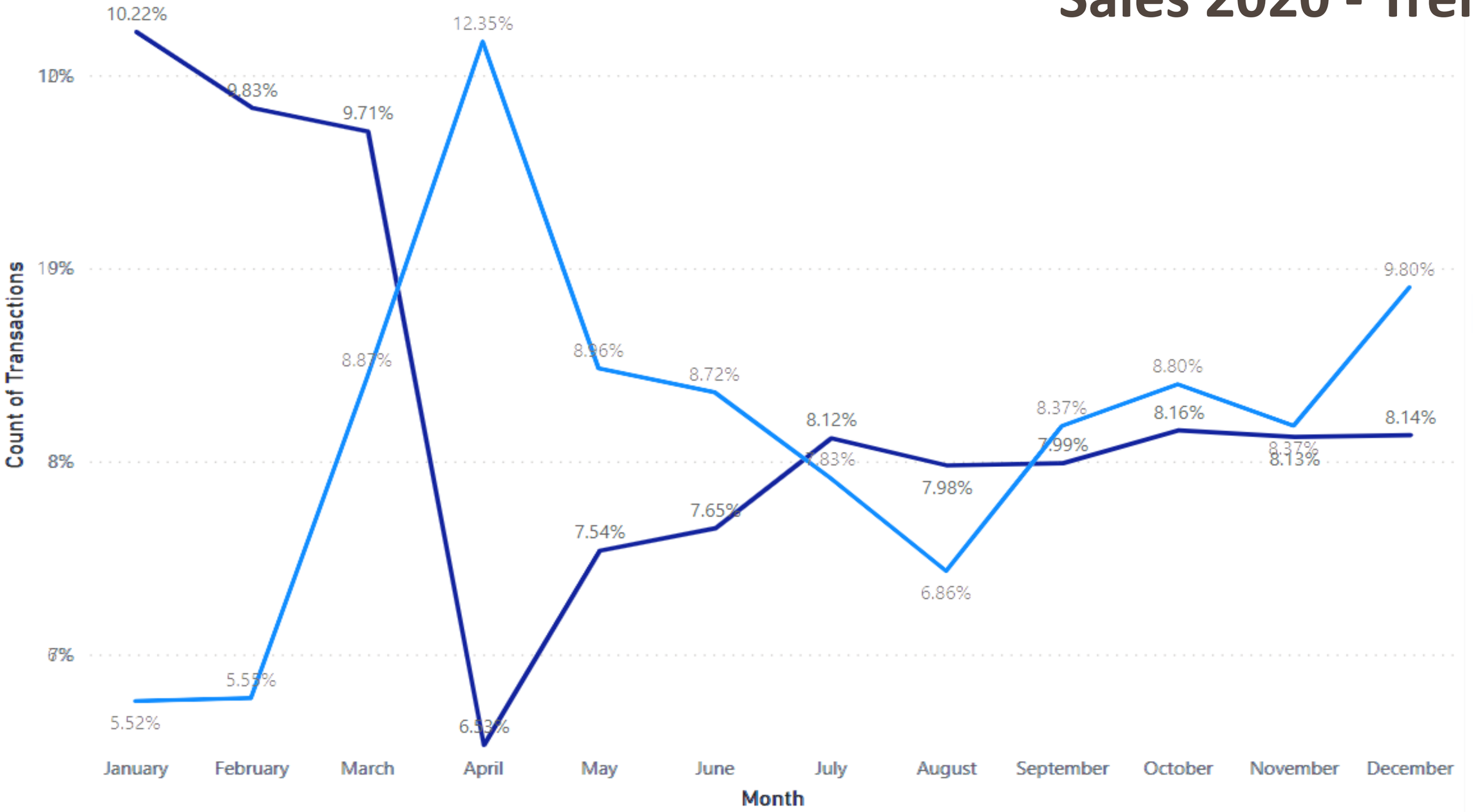
Solution

To provide a solution that make the customer feel Convenient, Safe, Contactless & Cashless Shopping aswaaq app is enhanced along with wafa loyalty program to create a contact free shopping experience in aswaaq stores using only personal mobile phone and no extra devices!

Results

With the introduction of aswaaq App, people were able to purchase from the aswaaq stores safely and cashless with an interactive shopping experience; increasing sales and enhanced customer experience.

Sales 2020 - Trend



ONLINE

WALK-IN

Lesson Learnt so far…

No Internet

Latency

Local Data

Business Impact

Data Exposure

Cloud Service

Batch Process

Ease of Use

Repeat Operation

Security & Identity

Customer Experience

Business Continuity

To be ON!
during any

Disruption

Trend

Competition

Ideas

Take away

Feedback

Q & A

أسواق لغة الجميع!

let's all speak aswaaq!