

STRAIGHT ARROW CONSULTING
Experience Matters



WHEN TIMING MATTERS: ENABLING BREITLING TO TAKE THE NEXT STEP IN ITS OPERATIONAL EXCELLENCE

When one of the most prestigious brands in the world needed technical acumen on caliber with their own mechanical expertise, they called Straight Arrow Consulting. The result? On-time excellence for the leader in highest-quality chronographic watches.

Few organizations have the technical skill and human insight to create lasting solutions from scratch; that's what sets the innovator apart from the imitator. When Breitling needed an innovative approach to building a technical interface into their business management system, they turned to the organization whose professional and technical acumen was on par with their own: Straight Arrow Consulting.

DESIGNING THE ULTIMATE USER EXPERIENCE

Breitling doesn't just deliver sophisticated watches; it delivers a *complete experience*: a link to both the history and to the future of innovation, expedition and invention. It was this complete experience that Breitling wanted to showcase as it set about developing a flagship Manhattan retail store—the first in its 128 year history. From concept to fruition, this location was designed to elevate the brand: Sebastien Amstutz, VP of Breitling USA, Inc., describes the result as a *cathedral*—relevant for both its grandeur and its importance in reaching out to brand aficionados.

Amstutz says, "You build a cathedral, but if you don't have a cash register because you have an IT problem, you definitely have a problem." Straight Arrow helped Breitling build more than a simple 'cash register;' Straight Arrow's engineers developed several technical customizations and integrations that could merge seamlessly with the overall user experience to help Breitling reach their goals.

A CHANGE IN THE BUSINESS MODEL; EXPLORING DIFFERENT ALTITUDES

In January 2010, Breitling finalized plans to open a flagship store in the heart of Manhattan's luxury shopping district, leasing a 4,500 sq. ft. space soon after. Amstutz explains Breitling's specific goal for the boutique: "We wanted to create an unforgettable brand experience for our customers that would embody our heritage and let them *live* the Breitling experience."

Featuring aviation-themed décor as well as a museum of vintage Breitling timepieces, the store was scheduled to open in just a few short months. More than just a construction project, the store represented a paradigm shift for Breitling's business operations as they expanded their exclusively wholesale distribution model to include retail sales. **The transition necessitated a fundamental adjustment of their business management system, Microsoft Dynamics GP, to incorporate new data, new uses for that data, and many new layers of complexity.**



BREITLING
1884

INSTRUMENTS FOR PROFESSIONALS™

ABOUT BREITLING

Breitling has the pedigree to demand the best of itself and its partners. This iconic Swiss company, founded in 1884, is known around the world for producing the finest chronographic watches for sports, science and industry. Its wearers have become part of a special fraternity of visionaries and participate in a collective social history that harkens back to the dawn of human flight, the rise of competitive sports and the incredible mobility of the automobile. Breitling doesn't just deliver sophisticated watches; it delivers a complete experience: a link to both the history and to the future of innovation, expedition and invention.

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Breitling's Flagship Manhattan Boutique





MEETING COMPLEXITY WITH SKILL

Breitling needed to overcome certain technological hurdles to launch successfully. With so much to do, however, leadership couldn't afford to focus solely on technology. Amstutz confirms: "I cannot be bothered

because we have an IT problem. IT cannot stop what we are doing. IT is a great support but I do not follow IT; IT follows me." Straight Arrow came through on time. Notice these important IT initiatives and deliverables:

Breitling's Goal	Improvement Initiative	The Result
Allow Breitling to accurately and effectively meet the point-of-sale requirements of their retail outlets, <i>without extensive manual effort.</i>	Straight Arrow worked closely with Nodus Technologies to integrate Microsoft Dynamics GP with Microsoft Retail Management System.	This integration enables instantaneous and automatic updating of inventory transfers, sales orders and customer information.
Enable Breitling to track and report on sales by retail location, <i>so that financials reflect the location of the sale, not just what was sold and to whom.</i>	Straight Arrow developed a customization that would intercept the sales order as it came into GP from the point-of-sale system. The system automatically posted to the correct GL account to avoid the problem of the users having to modify the transaction based on from where the product has sold.	This customization gives Breitling control over GP's native sales allocation methodology and allows them to book income to separate ledger accounts so that they can easily segregate revenue by product and sales location.
Help Breitling to automatically track each watch's service record, warranty, serial number and ownership details <i>without inconveniencing the customer or requiring significant data entry.</i>	Straight Arrow leveraged GP's Field Service modules to create an equipment record at the time of purchase that links to the customer and to the specific watch so that the watch can be tracked when it comes in for service or repair.	Leveraging Field Service functionality eliminated the need for Breitling to manually register the sale of each watch in GP.

WHEN NOTHING LESS THAN PERFECT WILL DO

Breitling has pursued mechanical perfection from the beginning. It is one of the only companies in the world to equip all of its watches with chronometer-certified movements, the definitive symbol of precision. Most importantly, its signature chronograph movement was developed and manufactured in house—a testament to the importance of *quality*. As Breitling sat poised to take this next leap in operations, they naturally reached out to another high-quality organization, Straight Arrow, whose co-founder assisted Breitling in successfully deploying Microsoft Dynamics GP several years before.

In just a few months, Straight Arrow achieved the goals Breitling had set; the organization was primed and ready to launch their first retail location. Amstutz reports, **"We've more than accomplished our goals; [the project] went further than any of the expectations we had. When taking the risk to build something so significant like we did, it can work well or it can work extremely well. In this case, it worked extremely well."**

TURNING MOMENTUM INTO LIFT OFF

Breitling doesn't just keep time; it keeps a finger on the pulse of its customers. By sustaining its entrepreneurial spirit through logical and decisive action, the brand continues to grow as an industry leader. The Manhattan flagship retail experience that opened in December of 2010 has become the first of many across the country—from New York to Miami—and all leverage Dynamics GP' technical platform customized and delivered by Straight Arrow Consulting

Amstutz, concludes, "As of today [more than a year later], we still find that there was absolutely nothing that went wrong. It's unheard of and shows the professionalism that surrounded the project." The three facets that turned Breitling into a global brand—precision, innovation, and acumen—are the same three facets that enabled Straight Arrow to partner with them so successfully.

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When Breitling needed best-in-class technical assistance to reach their goals for growth, they turned to the leader in Microsoft Dynamics customization and integration: Straight Arrow Consulting.

