



# From a **Single Store** to **Digital** **Excellence**

A Fast-food chain in Oman's  
Transformation Journey

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**DIRECTION**  
Software LLP

# The Challenge:

## Growing pains of success

Since opening its first branch in Muscat in 1988, the Pizza company in Oman has grown from a single restaurant to a dominant force in the country's food service industry. Today, with 43 restaurants in Muscat alone and presence across the entire nation, this four-time winner of the Oman Restaurant Award faced a critical juncture: their technology infrastructure couldn't keep pace with their remarkable growth.

### The Breaking Point

The success story of the Pizza company in Oman was being held back by key operational challenges:

#### Rising Costs, Diminishing Returns

- Escalating SAP licensing fees were eating into profitability
- Legacy systems demanded expensive maintenance and upgrades

#### Disconnected Operations

- Their Point-of-Sale (POS) system operated in isolation from their ERP
- Real-time inventory visibility was non-existent across 43+ locations
- Operations teams were making decisions based on outdated information

#### Scalability Roadblock

- The existing POS couldn't accommodate rapid expansion plans
- Manual processes were creating bottlenecks during peak seasons
- Group-level consolidation was becoming increasingly complex

#### Regulatory Pressure

- Oman's introduction of VAT in April 2021 required immediate compliance
- Intercompany transactions needed streamlined management





# The Solution:

## Strategic Digital Transformation

### Technology Foundation

#### Microsoft Business Central On-Premise

They partnered with **Direction Software LLP** to implement a comprehensive digital transformation strategy centered on Microsoft Dynamics Business Central from the NAV family.

### Key Implementation Components

#### Seamless Integration Architecture

- **POS Integration:** Connected Microsoft Business Central with NCR Aloha for real-time sales transaction processing
- **ERP Consolidation:** Maintained SAP integration for group-level financial consolidation and intercompany operations
- **End-to-End Visibility:** Created unified view across warehouse, production, and retail facilities

#### Smart Production Automation

- Developed custom production workflows using reverse engineering from sales data
- Automated inventory replenishment based on real-time demand patterns
- Optimized supply chain for peak season scaling

#### Compliance & Reporting

- Leveraged Business Central's standard VAT module for regulatory compliance
- Streamlined financial reporting across all locations
- Enhanced intercompany transaction management

# The Transformation:

## Measurable Impact

### Operational Excellence Achieved

#### Enhanced Inventory Management

- Real-time inventory tracking across all 43+ locations
- Automated reorder points prevent stockouts and reduce waste
- Improved manufacturing cost calculation capabilities

#### Real-Time Decision Making

- Live visibility into sales performance across all outlets
- Comprehensive purchase analysis for better vendor negotiations
- Management dashboards for instant operational insights

#### Scalable Foundation

- Integrated solution that grows with the business
- Modifiable architecture accommodates emerging needs
- Reduced dependency on expensive legacy systems

#### Financial Optimization

- Streamlined financial reporting processes
- Significant reduction in SAP licensing costs
- Improved profit margins through better cost control





# The Results:

## A Foundation for Future Growth

### Transformative Outcomes

They successfully transformed from a fragmented operation to a digitally integrated restaurant chain. The Microsoft Dynamics Business Central implementation didn't just solve immediate challenges - it established a robust foundation for continued expansion and digital innovation.

The integrated solution now supports:

- 43+ restaurants with unified operations
- Real-time inventory management across all locations
- Automated compliance with Oman's VAT regulations
- Scalable architecture ready for future growth

### Strategic Partnership Success

This transformation exemplifies how the right technology partner can turn operational challenges into competitive advantages. The Pizza company now operates with the agility and insight needed to maintain their position as Oman's premier pizza destination.

## Direction Software LLP

### Your Trusted Digital Transformation Partner

Direction Software LLP specializes in delivering tailored digital solutions for growing businesses. Our deep industry expertise combined with technical excellence ensures that every implementation drives measurable results and operational excellence.

Transforming businesses through intelligent technology solutions.

**Contact Direction Software LLP** today for a personalized consultation.