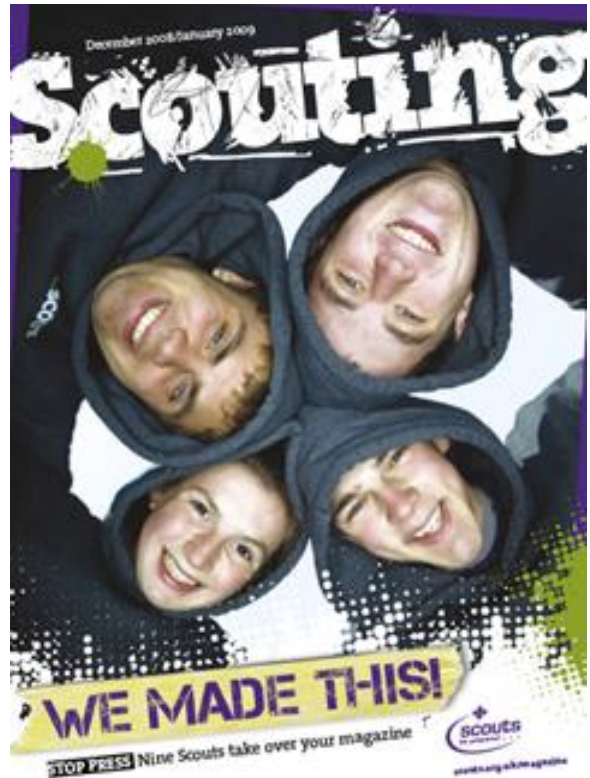


## Scout Shops implementing Omnica MCR & Microsoft Dynamics AX

Scout Shops, the trading arm of the Scout Association, has begun implementing Omnica MCR and Microsoft Dynamics AX to run its websites, mail-order and wholesale business, and four campsite stores.

The aim of the Scout Association is to give its 500,000 members a taste of everyday adventure. Scout Shops, ([www.scoutshops.com](http://www.scoutshops.com)) supports the objectives of the Association by supplying Scouts uniform, collectibles, outdoor clothing and camping equipment, to Scout Association members, parents and official stockists. In addition, the business also operates the Outdoors commercial brand, at [www.outdoors.co.uk](http://www.outdoors.co.uk). Both websites will be replaced during the project. In addition a call centre, a warehouse, and all purchasing and admin activities will operate on the combined Omnica/Dynamics AX solution. The system will also be integrated with membership management systems already in use at the Scout Association.



David Markwell, Scout Shops Managing Director, said “The project represents a significant investment in better service provision to our customers and members. The new system will allow us to scale up our website business, and through greater efficiency, enhance our contribution to the Scouting movement.”

Omnica MCR was selected after careful market study. Mark Selwyn, Scouts’ project manager, noted that Omnica demonstrated the best all-round combination of functionality and experience required to deliver the project. “We needed a fully integrated system to allow our business to operate cost-effectively across all our channels. Omnica could demonstrate a solution which deals with our website, call-centre and back-office requirements, for both B2B and B2C trading. The way that Omnica’s Webstore ties in with the rest of the suite put Omnica at quite an advantage.”

Harry Manley, Managing Director at Omnica, said “We are delighted to welcome such a respected and well-known organization as Scouts as Omnica’s latest customer. We are already some way into the project and looking forward to successful go-live.

*..Continued overleaf*

**Microsoft Dynamics AX** is Microsoft's flagship business software solution, aimed at mid-market companies. It provides strong functionality for supply chain, financial accounting and CRM, has over ten thousand references sites, and is supported by business partners all over the world.

**Omnica** was founded in March 2007 to develop a new software solution for direct marketing and multi-channel retail companies. The company employs a team of experts recruited from MCR software specialists, and Dynamics AX solution providers. Omnica has rapidly established a strong user base both in the UK and internationally. The company uses a partner network to compliment its own implementation and support services, including Sense Enterprise Solutions, in the UK, Prosource (formerly nFocus Technologies) in the USA, Scalable Data Systems in Australia, and CTAC Axelligent in Benelux.

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