

REMA 1000



Replicator for MS Dynamics NAV

“Data Backbone Software’s Data Integration solution - Replicator for MS Dynamics NAV - made it possible to take advantage of the integration possibilities in our retail solution.

The Replicator is the perfect solution for us as it provides data exchange between 152 stores and the head quarter in an easy, efficient and secure way.”

REMA 1000

Data Backbone Software's Data Integration Solution – Replicator for MS Dynamics NAV moves data between 152 stores and the head quarter, improving business processes and sales routines throughout the discount supermarket chain.



“As there are 152 stores you can imagine there are a lot of data – about 1 million records - going back and forward every day between each store and the central head quarter. Information about e.g. products, prices, special offers, campaigns, employees etc. has to be up-to-date in each store and the head quarter. We needed all that information to be managed and transferred in an efficient and secure way.”

Lars Ruben Hansen, IT Executive at Rema 1000

The Business Need

At Rema1000, each separate store reported separately and manually to Rema1000's head quarter in Horsens/Denmark. But there was no system in place to capitalize on the economies of scale that 152 stores could benefit from when communicating with the central headquarter. In order to get an overview of the business from all the transactions and total sales etc. a link between each of the 152 stores and the central head quarter was vital. In order to be able to communicate between the head quarter and each store there was a need for a data exchange solution.

Key Challenges

As part of a Navision implementation project in Rema1000, the CEO of the discount supermarket chain envisioned a fast, easy and secure way to transfer the data throughout the whole retail chain.

The Solution

The solution handles the total data transfer between the 152 stores to the central server. Sales data is replicated from the stores to the Headquarter. Information about products, prices and purchase orders is replicated from the Headquarter out in to the stores. Data about the employees etc. is transferred from each single store to the head quarter.

The Replicator is part of the IT Group's retail solution based on Microsoft Dynamics NAV. The solution is especially suitable for retail chains.

The Replicator is the link between Rema1000s stores and its general financial system (Navision). The Replicator ensures that any relevant information is automatically exchanged between the 152 stores and Navision.

The Results

There have been several tangible benefits as a result of the implementation of the Replicator. First of all it has eliminated duplicated data entry, provided always up to date data, better overview of the complete data. All this is saving Rema1000 time and money. Rema1000 has also improved its general work routines and valuable resources have been liberated.

Customer Information

REMA 1000 is a multinational discount supermarket chain owned by the Reitan Group (Reitangruppen). REMA is a short for REitan MAAt (Reitan Food), referring to Odd Reitan (founder of the company). 1000 refers to the concept of offering a selection of only one thousand different products. However, today it offers around 2500 different products.

REMA 1000 includes businesses in Norway, Denmark, Sweden with each their own headquarter.

The chain is based on a franchised discount concept: buying large quantities of a limited range of products and offering these to semi-independent owners under their brand. By 2007, REMA 1000 includes 576 discount supermarkets spread around Scandinavia. The Reitan Group has in total 2445 outlets.

“The implementation of the Replicator resulted in more efficient work routines and a better overview about our business. Furthermore it liberated valuable resources as we could avoid duplicated data entry. All this saves us both time and money. We could just continue concentrating on our core-business.”

Lars Ruben Hansen, IT Executive at Rema 1000



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