

## CASE STUDY

# Landry's record breaking 6 month Merchandise Operations Management and Stores implementation delivered by SkillNet



## CHALLENGES

Landry's was looking to modernize and streamline its retail operations across its various locations and establishments throughout the US to support an expected period of rapid expansion in 2015. Landry's directly manages 10-15 retail locations in each of its Golden Nugget Casino locations. Additionally, Landry's handles a variety of restaurant locations, such as the well known Rainforest Cafe, that contain retail operations within their gift shops. Both their casino and dining enterprises offer their customers loyalty rewards programs requiring that their new platform be seamlessly integrated for improved customer relationship management. Landry's aimed to align their portfolio of various dining, hospitality, entertainment, and gaming establishments to run on a standardized merchandising and planning platform for better visibility and tracking of sales, inventory, and customer loyalty for their retail product assortment. In addition to the challenge of aligning these various retail establishments, Landry's set an aggressive timeline of implementing its new platform in an unprecedented six month time period, and SkillNet swiftly delivered.

## RAPID, 6 MONTH MERCHANDISE OPERATIONS MANAGEMENT AND STORES IMPLEMENTATION

In April 2014, SkillNet was selected by Landry's as their preferred system integration partner for their ability to deliver and enable a multitude of Oracle® platforms in a rapid, accelerated format. SkillNet was challenged to meet their aggressive timeline and deliver the implementation of Stores and Merchandise Operations Management in a rapid, record-breaking 6 months!

Immediately kicking off the first phase of the project, a small team landed in Houston and launched the first pilot store in their corporate location in October. Landry's utilized SkillNet's Rapid Implementation Merchandising Solution to meet this expedited timeline. The Rapid Implementation Merchandising Solution allowed Landry's to implement preconfigured merchandising templates and system adapters all built utilizing industry best practices and managed by SkillNet's certified consultants. All for a fixed fee and with an abbreviated 6 month timeline, SkillNet took the Landry's corporate store live on Oracle Retail Point of Service, Store Inventory Management, and Merchandise Operations Management delivering the fastest Oracle Retail Merchandise Operations Management implementation to date! In mid-December, Landry's held the grand opening of their new flagship casino, the Golden Nugget Lake Charles, which opened its doors and kicked off its operations all on the new platform.

## FUTURE

As a true omni-channel focused consulting partner, SkillNet has successfully implemented Oracle's Retail Warehouse Management System (RWMS), Merchandise Financial Planning (MFP), and Retail Analytics in addition to the Merchandise Operations Management (MOM), Point of Service (Stores), and Store Inventory Management (SIM) implementations already rolled out. SkillNet will continue rollout to the remaining Landry's locations nationwide into Summer 2015.

## INDUSTRY

Specialty Retail  
Dining, Hospitality, Entertainment, Gaming



Landry's, Inc. is an American privately owned, multi-brand dining, hospitality, entertainment, and gaming corporation based in Houston, Texas. They own and operate more than 450 restaurant, hotel, casino, and entertainment destinations in 35 states and the District of Columbia. The company also owns and operates numerous international locations. Landry's is among the nation's largest and fastest-growing restaurant corporations.

## SKILLNET'S INTEGRATIONS

- Oracle Retail Merchandise Operations Management
  - > ORMS
  - > ORPIM
  - > ORPM
  - > Allocations
  - > OReSA
- Oracle Retail Point-of-Service
- Oracle Retail Store Inventory Management
- Oracle Retail Warehouse Management System
- Oracle Retail Merchandise Financial Planning
- Retail Analytics

## ABOUT SKILLNET

- #1 Oracle Retail Stores global partner
- Having served over 75 retailers on Xstore and Stores engagements worldwide
- Leading Oracle MICROS partner
- Retail engagements in over 45 countries around the globe
- 100+ global retail clients
- 20+ years of retail devotion
- 100% retail focused
- 400+ consultants worldwide
- 9 global office locations to serve you

Have questions or looking for more information?

We are here to help.

[biz.dev@skillnetinc.com](mailto:biz.dev@skillnetinc.com)