



**COMPANY:**  
Naot

**COUNTRY:**  
Israel & USA

**INDUSTRY:**  
Retail

**WEBSITE:**  
[www.naot.com](http://www.naot.com)

## The Challenge

Naot faced significant challenges due to the use of multiple disparate systems. The company relied on As400, Dynamics, and Verifone, resulting in complex interfaces between their points-of-sale (POS), logistics, and production systems.

## The Result

Naot has experienced remarkable improvements in their operations and overall results. The consolidation of their systems into Priority Retail has eliminated the need for complex interfaces and improved data synchronization across various departments.

## About Naot

Naot is a leading footwear manufacturer and retailer with a global presence, operating over 60 stores. The company is known for its commitment to quality and comfort, offering shoes with anatomical footbeds that replicate the natural contours of the foot. Naot's dedication to craftsmanship and customer satisfaction has solidified its position as a trusted brand in the footwear industry.

### The Challenge

Before implementing Priority Software ERP, Naot faced significant challenges due to the use of multiple disparate systems. The company relied on As400, Dynamics, and Verifone, resulting in complex interfaces between their points-of-sale (POS), logistics, and production systems. The fragmented systems made it difficult to unify information and make informed decisions.

Additionally, Naot encountered issues with an outdated production system that failed to address emerging challenges in production management and information security. They also struggled to connect their online and offline POS operations seamlessly, including promotions and loyalty programs. These pain points created inefficiencies, required excessive control processes, and hindered data unification across different countries.



## The Solution

In their search for a unified and integrated solution, Priority Retail stood out for its comprehensive functionality, specifically designed to address the logistical, financial, and production management needs of the retail industry. Moreover, Priority Retail provided seamless integration with the ERP system, enabling Naot to streamline operations and achieve a unified information system.

Priority Retail offered Naot the functionality they needed for logistical, financial, and production management, as well as support for size matrices. The decision to choose Priority Retail was driven by its ability to address their pain points, streamline processes, and provide a unified information system.

Naot implemented Priority's POS, OneCore (Headless Commerce Engine, Sales View Mobile App, Head Office, and the Retail Supply Chain Management (Logistics).



## The Result

Since implementing Priority, Naot has experienced remarkable improvements in their operations and overall results. The consolidation of their systems into Priority Retail has eliminated the need for complex interfaces and improved data synchronization across various departments. Naot now benefits from streamlined processes, reduced control requirements, and enhanced efficiency.

By utilizing Priority Retail's advanced point-of-sale (POS) systems, Naot has achieved improved management of promotions and easier maintenance of POS infrastructure. The elimination of interfaces and seamless integration with their online website has provided a fully synchronized and optimized customer experience. Naot has also leveraged the production management features of Priority Retail, allowing them to optimize production processes, improve resource allocation, and reduce time-to-market for new shoe collections.

With Priority, Naot now enjoys the benefits of comprehensive financial and logistical management, real-time reporting, and analytics capabilities. The system provides accurate and up-to-date financial data, enabling better decision-making and improved cost control. The availability of valuable insights has empowered the management team to make data-driven strategic decisions, driving the company's growth and competitiveness.

In summary, Naot's adoption of Priority Software ERP, specifically Priority Retail, has transformed their operations and yielded significant results. The consolidation of systems, elimination of interfaces, and seamless integration across departments have streamlined processes, improved efficiency, and enhanced the end-user experience. Naot now benefits from synchronized production, logistics, finance, and sales, resulting in cost savings, improved decision-making, and overall business growth. Priority Software ERP continues to serve as a strategic tool for Naot, empowering them to maintain their competitive edge and deliver exceptional footwear products worldwide.

See how Priority works for you

Book a demo today ▶

