



DignetSoftware d.o.o.
Cebini 28, 10000 Zagreb
Telefon: +385-1-8890812; +385-1-6620697
www.dignet.hr; www.dignet.ba

info@dignet.hr
MB: 2663040
OIB: 14948753009
Žiro račun kod Privredne banke Zagreb d.d. broj
2340009-1110525935
iBAN: HR29 2340 0091 1105 2593 5
SWIFT: PBZG HR 2X



Potomac d.o.o.

CONNECTION BETWEEN NAV/LS RETAIL, DYNAMIC WEB & WORLD OF LUXURY FASHION.

CROATA – Style inspired by Heritage

CROATA is Croatian heritage brand specialized for silk, cotton and leather garments for both man and woman.

Excellence does not happen overnight. By unifying tradition and design, **CROATA** encapsulates the memory of the Croatian cultural heritage and combines it with today's fashion, class and sophistication pursuing excellence in all its forms.

CROATA promote the centuries - old tradition of creation and production of neckties and scarfs promoting the core values represented by the cravat and its origins from Croatia.

CROATA neckties, shawls and scarves are all made from the finest silk in exceptionally small series and are handcrafted to perfection.

Strategy CROATA promotes - celebrates what was done in the past, while allowing the brand to move forward and shift to better suit cultural relevance for today's marketplace and consumers. For CROATA it is rooted in what the core values of the cravat are: dignity, respect, and self-awareness, as well as love, ceremony, and business success.

CROATA pays a special care to the design, offering a wide range of colors, patterns and motifs. CROATA designs are all conceived and created in-house and manufactured in our production facilities, allowing CROATA to offer consistent high quality.

Društvo je upisano u sudski registar Trgovačkog suda u Zagrebu pod brojem 080735696
Temeljni kapital Društva: 20.000,00 kn
Osoba ovlaštena za zastupanje: Nermin-Srećko Montel



CROATA products are not just fashion accessories for us but the basic of the men's and women's style with a strong symbolic value.

The company Potomac was established by two pioneers of change, who redefined a series of aspects of the fashion industry. Dissatisfied with the approach to cravats and male and female classical fashion in general, they brought new life to that key fashion accessory, taking it back to its spiritual roots. In 1990 they established the Potomac company in Zagreb, the capital of Croatia.

At the time, there was a long tradition of silk handicrafts in Croatia, which reached its peak at the beginning of the 20th century, when it was the third country in Europe in terms of silk production. Due to the turbulent history and many regimes that ruled until the fall of the Iron Curtain, the offer of cravats, scarves and shawls was scarce and the industry neglected in terms of quality.

Marijan Bušić, one of the company founders and visionaries best expresses the situation at that time: "The cravat in the international market as a symbol contained no story about it, had no feeling, no spirit, and its fashion expression was poor and uninventive. Fashion brands for decades had been repeating the same visual image, and instead of emphasizing individuality, indirectly they unified individuals. With time, the cravat had obviously lost its original function and the universal significance it symbolized."

It is precisely with the mission of taking the cravat back to its roots that in 1990 the Potomac company was established. Potomac mission was to offer their vision of fashion which respects the individual and their individuality, to present cravats and scarves as a communications media and a sign of identity and to tell the story of its origin, which at the time was not well known.

The first CROATA boutique was opened in January 1992.

The company headquarters are located in the 17th century Baroque palace, adapted into modern business premises, in the very heart of Zagreb, at Kaptol 13.



“System must be adaptable but based on the best world practice.”

- that was or motto from the beginning.

Company Potomac famous in the fashion world by the brand Croata is a complex living ecosystem.

Potomac has two productions, 16 retail stores, B2B department, B2C department, Design department, Marketing, distribution and all supporting departments.

With the clear vision of the future development and growth, Potomac is looking for a system to follow all our ideas and plans. In addition, provide us a great platform for a future growth.

It need to be global, supported locally and adaptable.

Potomac buyers live throughout the world, more or less famous ones, so Potomac wanted to provide them with the best e-commerce that is strong, reliable, that could be easily upgraded and stands Potomac design demands.

After a lot of screening, Potomac has decided in 2007. to take a plunge with **Microsoft Dynamic NAV** (version 4.0.).

The process started from the scratch involving production, sales, finance... For retail segment Potomac has chosen the **LS retail software** because it was a part of NAV and it had an advantage – it was not a separate software which need to be integrated.



As Potomac grows as a company the system follows us impeccably and Potomac was very pleased with the support capabilities. In 2012 we have done mayor upgrade to NAV 2009R2. And have done major change to the system and to the company process as well. Based on Potomac experience and partner support Potomac implemented a new tailor made change to the system. Potomac got rid of their legacy process, and implement a new Vision of their company and process through NAV.

Thinking globally, Potomac even transferred their webshop from existing platform to fully integrated Ecommerce solution DynamicWeb in 2019. Again with the vision to have B2B, B2C, Content section, E- marketing fully integrated into NAV. Potomac already has the whole project on the go with the new version, and they have screened the benefits of new version and what they can (and should) alter.

Advantages

System such as ERP is a challenging, especially in companies big and diverse as Potomac. But its biggest advantage is central posting and data reporting place. So all of our data is gathered on one place for DATA maintenance, forms, customers, contacts or item information. Shared over all location Potomac is working.

Because Potomac core business is high luxury item sell, Potomac needed for their retail a system that is simple and yet able to provide a lot of info about the users to be integrated into their CRM program. They have a whole list of offline information which they track during ehtir store sales process (whether the product bought was a gift, buyer demographics, sales result concerning whether the product was purchased or not and why not, loyalty program, gift card, etc.) that needed to be integrated together with their online tracking data.

System needed to be very user friendly to minimize education necessary for a new people that will handle it.

In the same time, system is providing a great reporting capability for Potomac management and provides a good picture, which enables to plan our future steps and investments.



Last but not Least

Potomac: As always, you need a vision and appropriate people to implement the vision. Choosing the right partner is crucial step in any process. Potomac is working with the DignetSoftware for a very long time. And in them Potomac have found a partner to discuss about their ideas, to see if they are possible or not.

For Potomac it is priceless to have a partner that has Potomac best interests on the first place. The least Potomac could do (and a natural thing to do also) is to become the ambassador for NAV/LS Retail and Dynamic Web.

DignetSoftware, thank you for your support and wind at our backs.

By Franjo Bušić, CEO / Potomac d.o.o.

www.croata.com