



MEDIA ALERT

Avanade and KrisShop Transform Traditional In-Flight Shopping Experience

SINGAPORE — May 23, 2022 — **KrisShop** started as the in-flight duty-free shop of Singapore Airlines and has since evolved into a premium, omni-channel retailer with a vision to be an industry leader through service excellence and innovation.

When KrisShop wanted to improve the in-flight shopping experience for customers, [it partnered with Avanade](#) to move its legacy finance and supply chain management platforms to a Microsoft Dynamics 365 Enterprise Resource Planning (ERP) system. From design and development to going live, the new solution took flight in just five weeks.

With insights into customers' purchasing behavior, KrisShop can optimize its inventory and operational efficiency, as well as boost sales and deliver a personalized customer experience by ensuring travelers have access to the products they want, when they want them.

About Avanade: Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. It was recently positioned in the Leaders category in the latest [IDC MarketScape: Asia Pacific Microsoft Dynamics 365 Implementation Services 2021 Vendor Assessment](#), based on innovation, customer focus, as well as talent and capabilities.

Microsoft Dynamics 365 is a set of intelligent business applications (CRM and ERP) that manages business aspects (e.g., customer relationships, financials, supply chain and operations) and delivers greater results through predictive, AI-driven insights. When properly integrated, it allows organizations to see business and customer data in one place, share that data across lines of business, and enable a more proactive approach to accelerate business results.

For more information about Avanade's partnership with KrisShop, please visit [here](#).

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