Enhanced Merchandise Financial Planning Drives Customer Delight for a Top 700 Philippines Retailer

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THE CUSTOMER

Our customer has its presence for over 33 years in retail with 3000 employees as one of the fastest growing retail organizations in the geography. It has two retail chains 'UNO Factory outlet' and 'Centro Department Store' in Philippines, Manila. Their primary focus is on Cost efficiency, which can be passed on for customer delight. Both chains have complete assortment of merchandise for Fashion, Home, Accessories, Toys, Cosmetics, Footwear, Small Appliances and others.

THE NEED

1. Our client was looking for a planning solution which will get realistic input numbers from the ground-level business units like Store manager, Store Operation Teams, Buyers and Merchandising Teams for actionable intelligence rather than forecast numbers from the top level management.

2. The new solution must eliminate considerable manual working hours of merchandising operations team to forecast the sales, inventory and OTB plan with intuitive understanding of previous year's historical data.

3. The new solution should generate reports to compare the numbers from Point of Sale transactions with planned numbers before the current planning year begins. This should help the Executive team take decisions on cash flow to create a budget plan based on inventory position and growth of sales, margins for each business unit.

THE CHALLENGE

1. The Client has been planning their financial budget, buying, merchandising and operations tasks manually using spread sheets without any streamlined process.

2. The collaboration between different business units took more time and required additional manual effort for finalizing the strategic approach to meet the organization's financial goals.

3. The Client was planning at the top level and as a whole across the organization, but was not able to have participation from the deeper level of organization to know the performance of each store and class level sales or inventory at any given point of time.

4. The strategic organizational goals were not getting synchronized with each store and other granular levels of the organization.

5. The client was planning to expand the current store strength from 60 to 150 in the next 2 years. With the existing organization structure, it would have been extremely difficult to manage all the activities and maintain a single source of true data across all the business units and functions.

Aspire Systems, a JDA partner, with strong experience in implementing **JDA Enterprise Planning** solution pitched in to streamline the process and eliminate the legacy spreadsheet planning methodology.

THE SOLUTION

Aspire Systems was chosen as an expert partner to implement JDA Enterprise Planning solution for meeting their business challenges and enable future store growth. Aspire Systems successfully implemented JDA Enterprise Planning Solution to enhance the existing legacy merchandise planning process with an intelligent retail planning system in the client's ecosystem which is a proven approach in the retail world.

1. Created the Sales/Inventory reports as custom views by Year/Half Year/Quarter/Month for current and last year.

2. Provides inventory visibility across all teams in the Organization at Department /Store level.

CUSTOMER BENEFITS

3 Planners plan and analyze the Sales trend and Inventory position during pre-season and In-season planning.

4 Provides a snapshot of Sales trend and inventory position at Store and Business unit level for our customer using corporate views with secured authentication.

5 Successfully integrated with JDA MMS Host system to process the hierarchy and actual transaction data for Top down, Bottom up and Location Plans.

6 Provides Open to buy management process to synchronize with MMS purchase orders.

7 Imbibes customer specific customized complex calculations of key business indicators.

Process Improvements

➡ Enhanced Merchandise Financial Planning Process

➡ Single version truth of data maintained across the organization

➡ Streamlined Strategic Financial Planning

➡ Planners able to key in the numbers for each measure in Top down / Bottom up / Location user plans from Merchandising, Buyers and Store Operation teams

Business Impact

➡ Improved efficiency of Reduction[Promotions and Markdown] , Sales , Margin and Inventory management

➡ OTB management across all stores based on Sales performance for any future period.

➡ Increased productivity of Merchandise Planning team

FUTURE IMPACT

Planning Team Impact

➡ Created dynamic members for any hierarchy to predict the sales trend.

➡ Provides the complex calculations for each team member in a simplified manner

➡ "Plan notes" feature effectively used across all the teams in the organization

In future if our Client decides to upgrade to Enterprise Planning Server Edition, 20% effort savings for below tasks is feasible:

➡ Build toolkit design and configuration

➡ Integration with MMS

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ABOUT ASPIRE

Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.