

New Forecasting and Replenishment System Supports Retailer's Growth Opportunities

Client Challenge

The client is an established, global direct apparel and home décor retailer, operating catalog and digital channels as well as company-owned brick-and-mortar stores. The retailer was operating numerous direct channels, physical locations, and new marketplaces. This complexity severely hampered the company's ability to efficiently generate science-based, demand-driven, SKU-level forecasts as well as determine long-range replenishment plans. Developing a 'global' view of demand was limited by existing business unit silos and excess manual effort. Further, many forecasting and replenishment tasks were supported by spreadsheets or home-grown legacy applications that were outdated and difficult to maintain.

Parker Avery Solution

Parker Avery partnered with the client in designing new processes and implementing a new cloud-based forecasting and replenishment solution that would support desired business capabilities, as well as long-term business and IT goals for an integrated planning infrastructure.

Leveraging deep knowledge of the client's existing processes and organization, along with retail leading practices, the Parker Avery team:

- Provided overall project management for the forecasting and replenishment system initiative
- Led solution requirement validation sessions, critical topic 'deep dives,' and overall prioritization
- Partnered with client and the software provider to define technical and integration requirements
- Provided subject matter expertise for demand forecasting results, algorithm tuning, and replenishment parameters
- Led organizational change efforts, covering training curriculum, communication strategy, user adoption, and sustainment plans
- Partnered with the software vendor in developing e-learning training and support
- Provided organizational design leadership to support the new solution
- Reviewed, influenced, and drove testing, training, and cutover action plans

RESULTS



FORECASTING AND
REPLENISHMENT
SOLUTION
IMPLEMENTED



PROJECT
TIMELINE AND
BUDGET GOALS
ACHIEVED



RETAILER'S
GROWTH
OPPORTUNITIES
SUPPORTED

The client successfully implemented the new forecasting and replenishment system on time and under budget. Further, the company's newly created integrated global forecasting and replenishment organization and business process capabilities are positioned to fully support ongoing omnichannel inventory management initiatives as well as future business growth opportunities.