

Client Challenge

The client is a leading luxury jewelry brand that operates retail, wholesale, and e-commerce channels. The planning and merchandising teams manage a complex and constantly evolving product assortment, requiring close coordination across functions to align inventory investments with financial goals and channel strategies. The company's ability to scale and adapt to market changes was limited by fragmented planning tools and highly manual processes. Forecasting lacked the necessary detail, while allocation and replenishment depended heavily on spreadsheets. Time-consuming merchandise financial planning (MFP) and assortment development processes restricted the ability to respond quickly to demand signals.

To address these challenges, the jeweler aimed to choose an integrated planning solution that enables a unified approach to forecasting, MFP, assortment and item planning, allocation, and replenishment. This transformation aims to reduce manual effort, improve inventory productivity, and foster cross-functional collaboration, thereby supporting smarter and faster decisions throughout the planning process.

Parker Avery Solution

Working closely with the jeweler's stakeholders, Parker Avery ensured the selected integrated planning solution would best fit the company's needs. Key project activities included:

- Managed project governance through kickoff, weekly check-ins, project tracking, and steering committee meetings
- Conducted current-state assessment
- Defined future-state business process and detailed system requirements
- Managed a comprehensive RFP process, including vendor prep sessions
- Tailored role-based 'day-in-the-life' user stories to align vendor demos with key business needs
- Facilitated vendor demos, technical and support deep dives, and vendor client reference calls to validate solution candidate capabilities
- Captured and assessed qualitative and quantitative feedback across key criteria
- Guided assessment of the solution alternatives' trade-offs, pricing, and deployment plans
- Reviewed product hierarchy to identify remediation needs before implementation
- Outlined a detailed implementation roadmap

RESULTS



INTEGRATED
PLANNING SOLUTION
SELECTED



IMPLEMENTATION
ROADMAP
DEFINED



IMPROVED
BUSINESS OUTCOMES
EXPECTED

The jeweler's new integrated planning solution is expected to dramatically improve responsiveness to market changes and support more accurate, data-driven decisions.

Once the system is implemented, the client is positioned to:

- Improve agility and align inventory with financial and channel goals to better support planning, allocation, and replenishment
- Increase forecast accuracy at the store and item level
- Automate planning and reduce spreadsheet reliance
- Strengthen new product development by informing assortment decisions with advanced forecasting and financial targets