



CASE STUDY

STREAMLINING WATCH PLANNING AND ALLOCATION FOR A LUXURY WATCH RETAILER



Our client, a globally recognised luxury watch retailer, sought a more efficient, digital approach to their watch planning and allocation processes. Previously relying heavily on Excel, they were managing massive spreadsheets with painstaking manual updates. This was time-consuming, prone to error, and made it difficult to get a clear view of stock and sales.

THE CHALLENGE

The client's processes were primarily managed in Excel, with some additional tools like Delta Master and Salesforce. Due to using a combination of systems, allocation was slow and very labour-intensive. Large spreadsheets needed constant manual updates, limiting visibility and flexibility and making data-driven decisions challenging. The retailer wanted a solution that would reduce manual effort, increase visibility, and free their team to focus on strategic analysis, instead of data entry.

OUR APPROACH

Working closely with the retailer, we adopted a **hybrid agile approach**, managing the project via Scrum and tracking all tasks and progress in Jira. After initial on-site meetings, we collaborated on a Project Initiation Document (PID) that mapped out the entire solution – defining what would be built and how it would look in practice. This early phase was essential to understanding their current processes and fine-tuning the solution to match their unique requirements.

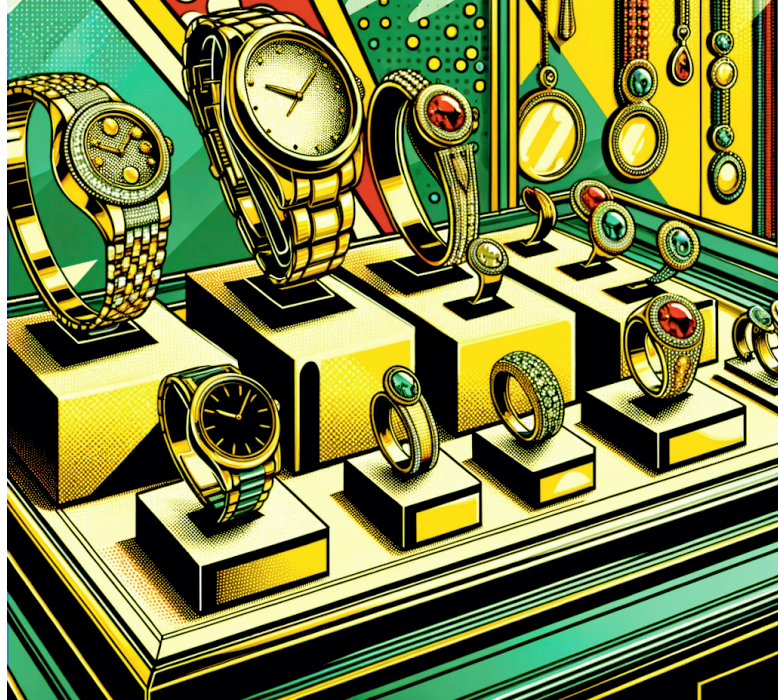
THE GOALS

- To **automate, digitalise, and streamline** the entire ordering and allocation process.
- To **save time, improve accuracy, and gain faster, clearer insights** into stock and sales trends across their diverse range.
- To shift from manual management to **intelligent data analysis**, making **better, faster decisions** to enhance market responsiveness.



CUSTOMER BENEFIT

- **INCREASED EFFICIENCY & ACCURACY**
- **REAL-TIME VISIBILITY & DATA DRIVEN INSIGHTS**
- **GREATER FLEXIBILITY & SEAMLESS INTEGRATION**



THE SOLUTION

We developed a bespoke Ordering & Allocation solution in Board that integrated seamlessly with their existing data systems. The solution provided flexible planning options, allowing the retailer to adjust allocation strategies across different watch categories based on sales trends, inventory levels, and ordering constraints. We connected the solution to their data warehouse and Lobster data platform to ensure all data streams could be accessed and processed in real time. This integration **drastically improved planning efficiency**, allowing the team to shift from manual data entry to high-level analysis.

THE RESULT

- The retailer's team now has **real-time visibility** into stock, sales, and allocation performance, **all in one place**.
- The time saved on manual data management is already enabling them to **focus on strategic decision-making**.
- Regular "play-back" sessions have ensured the **solution evolves** in line with their needs, and the collaborative spirit between our teams has made the project **smooth and productive**.

THE COLLABORATION

As with any complex build, we faced a few bumps along the way. Data sources changed mid-project, which required ongoing adaptations. Understanding the nuances of their different ordering streams was another challenge, but through open communication between the two project teams, all sides stayed aligned with their needs. Weekly progress calls allowed for ongoing feedback, and our team provided training sessions to key users.

WE ARE BDG

We are the better decisions group (bdg), an international consultancy for business intelligence (BI) and corporate performance management (CPM) solutions. As a long-standing partner of leading software providers such as Board, Jedox and SAP Analytics Cloud (SAC), we have been delivering customised solutions and best-practice approaches for planning, reporting and analysis for 20 years.

LOOKING FORWARD

With the new ordering and allocation system in place, this luxury watch retailer is poised to make quicker, **data-driven decisions** that will not only improve operational efficiency, but also support their continued success in the competitive luxury market.

get in
TOUCH

