



Sainsbury's

INTELLIGENT INVENTORY OPTIMISATION WITH BOARD

BRITISH BIG 4 SUPERMARKET CHAIN BENEFITS
FROM BETTER DATA INSIGHTS AND
TREMENDOUS TIME SAVINGS



STARTING POINT

The higher a retailer's inventory and sales, the higher the overhead costs. For one of the largest supermarket chains in the UK, precise inventory planning is therefore particularly important in order to minimize inventory costs and avoid markdowns.

Due to the various systems in use, Sainsbury's inventory data was inconsistent, and one version of the truth did not exist. Manually preparing Excel spreadsheets was not only time-consuming, but also frequently led to errors. Inventory numbers in the replenishment order system were therefore often inaccurate, resulting in an increased workload and delivery delays. Board was introduced as a stock replenishment system (SRS) in the non-food sector in order to solve these issues. In the first project phase, which was led by Board itself, the tool was first introduced to the general merchandise division. In this phase, bdg supported Board in exporting data. In phase 2, carried out solely by bdg, the inventory management in the clothing division was switched to Board.

PROJECT GOALS

In contrast to most cases and due to the extreme level of detail of the planned stock replenishment system, this BI project was aimed at providing a solution primarily on the operational level. Based on Board data, automatic reports were to be generated along with triggers for concrete actions in inventory management, such as sending goods from the warehouse centre to a supermarket branch. For this purpose, Board would be used to create a consistent database from the various pre-systems and to automate inventory optimization in the clothing division. Additional project goals included automatic stock replenishment analyses and improving the overall data transparency.

About Sainsbury's

Sainsbury operates more than 600 supermarkets in the UK with a total of three product areas: food and non-food, which is divided into general merchandise and clothing. The clothing division alone has hundreds of thousands of SKUs, making inventory management extremely complex. Efficiently managing the flow of goods therefore requires a highly flexible and reliable processes and software. With Board and bdg, Sainsbury found the ideal solution to optimise inventory management.

Brief Profile

Customer	J Sainsbury plc
Region	London, Coventry
Industry	Retail
Division	Store Replenishment
Number of Users	50 (in project phases 1 & 2)
Application	Stock Replenishment Solution
System environment	Red Prairie, various ERP systems

Executive Summary

- ▶ Board solution for UK supermarket chain
- ▶ Diminished workload due to automated reports
- ▶ Inventory management errors greatly reduced
- ▶ Appealing visualisations rather than confusing tables
- ▶ Effective management of store replenishment and inventories across the UK



APPROACH AND SERVICES PROVIDED

First, the data structures from the different pre-systems were adapted and merged into the Board database in order to improve their performance. This ensured the accuracy of inventory data in the replenishment order system and provided the prerequisite for fast and automated reporting.

With appealing visualizations being one of Board's particular strengths, bdg suggested diagrams and dashboards to take full advantage of the unified CPM and BI solution.

AUTOMATING EXISTING REPORTS AT THE TOUCH OF A BUTTON

To minimise the manual effort of inventory analyses, automatic inventory reports were implemented in Board. Due to the high number of SKUs, several gigabytes of data have to be imported into Board via huge CSV files every day, requiring a BI solution with strong computing power. Board is equipped for handling large amounts of data, allowing the database to always remain fast and high-performing.

VISUALISING OF DATA AND FURTHER OPTIONS FOR ANALYSIS

Initially, Sainsbury only wanted to integrate the original Excel spreadsheets into the business intelligence tool. However, bdg made additional suggestions for charts and dashboards to make the client's output more efficient and insightful, taking full advantage of the unified CPM and BI solution. The customer was very enthusiastic about the visualisations and ultimately decided to map analyses and reporting largely through visualisations.

RESULTS

Thanks to Board and bdg, the supermarket chain's inventory management now benefits from a unified database. All relevant data can be accessed quickly and easily without switching between various applications or adapting to different operating modes. The resulting automated reports save the customer a significant amount of time and effort and reduce the error rate in inventory management. With bdg's comprehensive consultation, the stock replenishment team now works with insightful visualisations instead of confusing, data-lead tables.



Board

Board's Intelligent Planning Platform delivers a solution that enables over 2,000 clients worldwide to plan smarter. This enables them to gain more informed insights and achieve better results. In doing so, Board helps companies make the right business decisions. Data from strategy, finance and operations is brought together through integrated and intelligent planning, giving management full visibility of business performance. Thanks to the cooperation with Board, global corporations such as H&M, BASF, Burberry, Toyota, Coca-Cola, KPMG and HSBC have digitally transformed their planning processes.

bdg has been an authorised partner of Board for many years and can therefore draw on a huge wealth of experience.

better decisions group

bdg is an international consultancy for Corporate Performance Management (CPM) and Business Intelligence (BI) solutions based in Germany and the UK. We have been a partner of various CPM and BI software providers for many years and implement flexible solutions for planning, reporting and analysis. Our satisfied customers include medium-sized companies as well as large corporations and public organisations. It is our mission to create a solid data and information basis for our customers as a foundation for better decisions, enabling them to achieve greater business success. To achieve this, we design and implement best practice BI & CPM solutions in the areas of Finance & Controlling, Human Resources, Marketing & Sales and Procurement.

Our focus is on the retail, energy, housing & real estate and manufacturing sectors. We support our customers both professionally and technically, from the selection of suitable BI technology and joint strategy development to the definition of company-relevant KPIs and complete implementation. Our range of services is rounded off by practice-oriented training and customer-oriented service.



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