



Case Study Island Pacific & L.K.Bennett

Island Pacific Merchandising and Planning Suite

L.K.Bennett
London

Advanced Replenishment - right stock, right place, right time

Faster throughput of stock

Exception analysis & reporting

Integrated Planning

A solution which seamlessly integrated with third party applications

Investing in Solutions for Future Growth

Investing in the right solution for an evolving and growing retail business can be the backbone and silent partner to the business' success. Alternatively selecting the wrong solution can prove to be a deadly assassin, stagnating growth and acting as the proverbial millstone around the business' neck.

The level of investment and potential disruption to the heart of the business means more and more retailers are realising the importance of doing their homework in identifying the business needs now and for the future and matching the solution which meets these needs closely. Get this right and you have a solid foundation, which with the right execution can ensure a safer route to the growth required to drive the business forward.

Mike Dotson, MD of Europe of Island Pacific, commented, "More and more retailers are coming to Island Pacific looking for a broad and deep retail solution which they know is going to meet their business needs. Many of these retail professionals have implemented other solutions and know precisely the key requirements that they need to drive their business forward. A shopping list of needs means that they can make informed decisions. We have found that key drivers for new systems investment are often to support anticipated growth plans both in the UK and internationally. However one of the key 'soft' factors in selecting the solution is the partnership and support with the solutions provider. Having a partner that is reliable and able to grow with the business is an essential part of having the right software."

L.K.Bennett is a luxury women's fashion brand selling luxury clothes, shoes, bags and accessories based in London and is one of the UK shining retail stars. The company has over 130 stores across four countries as well as over 50 wholesale customers. In order to sustain their success and support their anticipated growth plans L.K.Bennett went through a rigorous selection process where they reviewed ten leading vendors via a strict ITT process followed by demonstration and on site reference visits. Key criteria included functionality, support and culture. They needed a comprehensive retail solution which provided pre, during and in season stock management, supplier management and sourcing at the core of the system to manage merchandise data, product set up, associated attributes, pricing analysis and stock ledger analysis. Replenishment was a key requirement to manage initial and ongoing replenishments, ensuring that the right stock is in the right place at the right time. The replenishment process needed to consider existing sales, markdowns and promotions as well as future planned sales. Reporting with exception analysis and management via key performance indicators along with the ability to plan for pre-season and in-season analysis was absolutely crucial as well. Finally, there was the requirement for ease and proven integration to third party applications. L.K.Bennett used the Island Pacific system for automatic invoice matching and then easily interfaced into a third party Finance system and seamlessly interfaced the Island Pacific Merchandising to a third party Warehouse.

The approach was to implement the Island Pacific solution in a 'vanilla' format simply using the system preferences to configure the system to their needs. David van Eck, L.K.Bennett Head of IT, explains, "Ultimately, implementing the Island Pacific vanilla solution meant we were adopting best practice and making future upgrades painless. Timelines were tight with kick off starting in February and a go live end of August. The key benefits which were realised were advanced replenishment algorithms and faster receipting methods meant that stock throughput improved dramatically. The replenishment allows the running of 'what if' scenarios which assist the decision making process. Plus there is comprehensive auditing and control of all stock activity. We now have an automatically updated WSSI which seamlessly integrates with merchandising which has reduced manual input considerably. Overall the accuracy and consistency of the system means that we have the firm foundation to achieve the growth we need and to manage the business processes."