Customer Success Story

Beaumex, one of Ireland's leading distributors of music and home entertainment needed to implement a real-time stock replenishment solution. They selected Celtrino as Supply Chain partners to reduce stock turnaround times and protect their profits by avoiding under stocking and shrinkage.

Introduction

The home entertainment market is one of the fastest moving and most competitive. Beaumex recognised the need for a continuous replenishment solution to monitor sell through trending information on a 24/7 basis.

This would empower them to optimise stock levels and deliver on the key performance measures, crucial in sustaining long-term profitable growth.

Automated Systems

Beaumex had built a very strong business over the previous 18 years. However, its systems were predominately manual which made it difficult to manage up to 6,000 different lines at any one time.

Each line needed to be monitored, measured and replaced, if required, on a daily basis. The management team recognised the need for automated systems that would react in seconds to maximise every opportunity. They needed to link purchasing, selling and finance together with marketing and merchandising in a real-time environment.

Stock Replenishment

Beaumex commissioned Celtrino to develop an advanced solution that reflected the requirements of leading retailers to completely automate stock replenishment on a nationwide basis.

Celtrino delivered a continuous replenishment solution that restocked all key customer entertainment lines per movement of stocked items against active rate of sale on a permanent 24/7 basis.

The project delivered within budget and on time. Beaumex and its customers were able to maximize their own levels of customer service by avoiding under stocking and shrinkage. They were also able to reduce the costs of carrying excess stock.

Key Benefits

By deploying Celtrino's Continuous Replenishment Solution, Beaumex realised three key benefits:

- Automated purchase order capture, reducing stock turnaround from days to minutes.
- Having visibility of stock levels avoided under stocking and shrinkage
- No investment in hardware or software - the Celtrino solution was 100% compatible with Beaumex's ERP system.

"Celtrino delivered an automated solution with the built in intelligence to meet our business needs."

David Moloney, Beaumex IT Director.

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