



IZIPIZI[®]
PARIS



[SUCCESS STORY]

INVENTORY AND REPLENISHMENT MANAGEMENT

HOW IZIPIZI[®] IMPROVED ITS DEMAND PLANNING THANKS TO COLIBRI



Colibri

A photograph of IZIPIZI eyewear. In the top left, a pair of round, tortoiseshell-rimmed glasses is shown. In the bottom left, a pair of rectangular, dark-rimmed sunglasses is visible. A yellow circular object is partially seen in the top left corner, and a grey textured object is in the middle left. A large blue rectangular box with white text is positioned in the upper right area of the image.

Whether it's for reading, screen exposition, sunbathing or having fun, IZIPIZI offers timeless and colorful eyewear at an affordable price, suitable for all moments of life. Founded in 2010 by three childhood friends, IZIPIZI expanded over the years through three distribution channels: wholesale, e-commerce and its own network of stores in London, Brussels and Paris. Distribution is therefore assured in more than 80 countries worldwide.

Inventory management and data reliability: **Excel's limitations**

Before switching to a real Demand and Supply Planning solution, the IZIPIZI teams had started developing their own tools, but a large part of the process was based on Excel. Its limits were quickly reached, both in terms of volume, calculation time and data integrity. Most importantly, it represented a major risk for the support of this strategic process and made it difficult to optimize inventory management.

IZIPIZI then set out to find a solution adapted to its sector of activity and to the size of its company. The future solution shall be able to **adapt to the existing S&OP and purchasing processes**. The challenge was to find a reliable tool that everyone could rely on.

After establishing a set of specifications, IZIPIZI launched a call for tenders. Several players of different sizes were then met and

some went to the bidding stage. COLIBRI emerged as the winner of this selection process.



“As a Supply Chain Manager, I am specifically concerned not only with flow management but also with information management. In this information management, some flows are critical and have an impact on the whole chain. Sales forecasting is one of the most critical flows. It seemed obvious to me that we had to focus our efforts on achieving a more reliable forecast that was also shared with the sales entities and validated by our management. In this context, we could no longer afford to continue to carry out our Supply Planning and Forecasting on Excel, which was becoming limited from a collaborative point of view, in terms of data reliability and transmissibility within the teams.”

Lucas Gaurichon, Supply Chain Manager, IZIPIZI

Why did IZIPIZI choose COLIBRI ?

IZIPIZI chose to implement Colibri's VISION and FLOW modules. VISION is a collaborative and flexible Demand Planning solution, while FLOW is a Supply Chain Planning one that provides a global vision of the stock projection, including inputs and outputs.



“IZIPIZI is a booming company. We needed a solution in which we could project ourselves over several years and which would follow our growth, whether in numbers or geographically. We selected COLIBRI because it was an agile solution capable of adapting to our processes. We were convinced both by the tool, which corresponded to our needs, and by the competence of the teams who supported us and enabled us to successfully deliver the project.”

IZIPIZI'S FAVORITES

- The tool's adaptability to the S&OP decision-making process
- The collaboration possibilities on the forecast
- The management logic of the forecast axes
- The forecast and reporting consensus process
- The facilitated information management
- Colibri's teams friendliness and level of expertise



Rapid implementation and immediate satisfaction

Charged with the implementation of the solution, the COLIBRI project manager for IZIPIZI was positively methodical, with a precise follow-up of the project stages. From the design of the final solution to the scheduling of the internal teams, Colibri was able to adapt to IZIPIZI's specific operations. The VISION module was operational after 4 months.

In addition to the tool's efficiency, the IZIPIZI teams are pleased to be able to rely on the availability and responsiveness of COLIBRI's experts. « **We have great contacts in-house, always listening to our needs and always suggesting alternatives when a requested element is not necessarily standard in the initial Colibri solution** », Lucas Gaurichon explains.

Colibri's implementation at IZIPIZI was part of the Forecast and Consensus redesign process. COLIBRI is the result of a reflection aiming at **uniting the whole company around the Forecast and making each entity responsible for its perimeter**. Colibri allows the Supply Chain to focus on its core business: supply and distribution of products.

In this context, the implementation of new development projects can be approached in a much more serene perspective. « **Thanks to COLIBRI, we are able to obtain a more accurate geographical forecast and we can therefore work on our strategic roadmap with greater peace of mind,** » says Lucas Gaurichon, whose company has planned to open a new international warehouse.

The finishing note...



Thanks to COLIBRI, we have better control over stocks and replenishments. This solution allows us to have a projection of these two elements, in order to give Finance the necessary projection for a better company management. We are very satisfied with the work done with Colibri, it is an agile solution, adapted to growing SMEs, which meets perfectly the challenges of the Supply Chain.



Lucas Gaurichon, Supply Chain Manager, IZIPIZI

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