

[SUCCESS STORY]

SUPPLY CHAIN 2.0

HOW COLIBRI SUPPORTED KULKER IN ITS DIGITAL TRANSFORMATION



Colibri



Kulker has achieved national recognition in the agricultural world as a distributor of irrigation equipment. Founded in 1964, the company was successively acquired by two groups. Regaining its independence in 2017, Kulker reached 15 million euros in sales in 2020 and owns a whole network of dealers in France. Over the years, Kulker has been able to assert its autonomy while strategically developing its offer, in order to distribute the most suitable solution to its customers.

The pre-Colibri era: the struggle to **forecast sales and manage inventory**

Before using a real Demand Planning solution, Kulker's teams lacked tools to optimize their sales forecasts and inventory management.

Out-of-stocks, a high level of backorders, additional transportation costs due to a lack of optimization...

Their ERP system was not sufficiently exploited, and their key indicators such as service rate or seasonality data were not measured. As a result, replenishment, requirements and seasonality were not being properly optimized.



“ In order to guarantee the best delivery conditions to our customers, we needed a tool that would allow us to have the right stock at the right time and in the right quantity. We also needed a tool that manages seasonality, because our activity takes place during specific periods. It seemed obvious to me that an APS, and in this case Colibri, would solve all of this. ”

Nicolas Joyeux, Supply Chain & Purchasing Director @Kulker

The selection of Colibri to support Kulker's transformation

Kulker is now equipped with the VISION module supplied by Colibri. Collaborative and flexible, this Demand Planning module provides a global vision of sales forecasts, thus optimizing inventory management.



“ This solution was ideal to ensure that we were working in the right direction, and in a way that was adapted to our specific needs. It was no longer necessary that the customer's needs trigger the purchase order, but that we work with forecasts based on sales history. ”

As Nicolas Joyeux explains, Kulker turned to Colibri because the offered package met the company's various criteria. Since Kulker was in a situation of business transformation, the tool had to be **deployed quickly and deliver results in a relatively short period of time, while being financially accessible**. It had to include key features such as **history and**

seasonality management, as well as monitoring tools that would allow easy interactions and corrective actions to avoid overloading inventory unnecessarily.



The first demonstration we requested from Colibri was enough to convince me that the solution perfectly met our requirements. We didn't need anything more sophisticated... and more expensive! Colibri really matched all of our criteria. For us, the strength of Colibri was the fast implementation, deployment and return on investment of the tool. All in all, the Colibri project was set up in 3 months, and after 4 months we started to get an attractive ROI. Having worked with leaders before, I don't know of any other solution on the market capable of doing this.



A **taylor-made** solution

For Nicolas Joyeux, Colibri's project manager has been able to go **beyond the collection of information and to identify needs that Kulker had not necessarily anticipated** when the project was conceived. **«The communication was fluid and natural, and the Colibri representative was able to offer me the best options to address my needs»**, he explains.

In addition to the efficiency of the tool, the Kulker teams are delighted to be able to capitalize on the Colibri solution to improve the work of their sales staff. **Colibri's SaaS technology allows sales teams to access sales statistics and BI**

reports in order to better prepare their meetings. According to Nicolas Joyeux, **«by adapting to our real needs, the tool goes beyond our expectations»**.

Some of the solution's non-native features have been developed by Colibri to fully meet Kulker's needs. For example, the company is now able to **send forecasts to suppliers, who can then organize their production in advance**. The generated forecast is also transmitted to Kulker's financial department for better visibility on committed cash flow.

KULKER's favorites



- The ability of the tool to provide a **global visualization for inventory management and sales forecasting**;
- The collective engine of the solution: everyone benefits from the improvements made ;
- The **improved and simplified daily work** thanks to the implementation of the tool;
- The **tool's ergonomics**: full SaaS avoids having many interfaces and optimizes project time;
- The **relationship with the Colibri teams**: friendliness and quick responses in case of need;
- The **quality/price ratio** of the Colibri solution.





Prompt & significant results

In addition to meeting Kulker's needs, **Colibri has generated rapid and remarkable results for the company.** Nicolas Joyeux has noted many positive points: controlled inventory levels, significantly improved service rates, improved information flow, better stock rotation, better purchasing management... « **Today, Kulker could not do without Colibri.** »

Kulker is now able to generate sales forecasts, calculate requirements based on real and consistent data and is already seeing a return on investment. In particular, **the company has improved its service rate from 68% to over 80%, and to almost 95% for Class A products.** Inventory levels have remained very reasonable and the backorder rate has decreased. As a result, working capital and customer satisfaction were greatly improved.

The finishing note...

💧💧 *At Kulker, there is a real attachment to people, we are close to our customers and to the producers. But we could not rely solely on their trust and loyalty. So we needed to adopt digital tools, which allowed us to manage the company and provide a better service to our customers. Colibri was involved in all these changes and in the successful turnaround of the company. So much so that today we are witnessing the launch of Kulker 2.0.* 💧💧

Nicolas Joyeux, Supply Chain & Purchasing Director @ Kulker

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