Ball Group **optimizes inventories in the stores**

Moduler : Dynamisk Replenishment I Multi ordre

THE CHALLENGE

"Inventory needs to be where the consumer is"

At Ball Group, it is a crucial focus to ensure that the goods are where the customer is. This applies to all contact points - both in the physical stores and in the digital channels. Therefore, the GoFact task was to ensure that the goods should be where they actually are in demand.

> "*For us, it is about creating a flexible business that can serve customers through the channels they prefer and thereby adapt to our customers' expectations and needs.*"
>
> *Lars Stentebjerg*
> *COO, Ball Group*

THE SOLUTION

The solution in GoFact was centered around simple product inflow of new goods, automatic ongoing adjustment of optimal stock per SKU and stock movement between stores.

Automatic recommendations for increased profit, choice between manual and automatic execution, the intuitive and easy-to-understand software is a crucial success factor for the ongoing tasks.

Gofact supports the very vital transition from planning to execution, where demand always deviates from expectations - especially when working in detail across multiple markets.

It has been possible to solve all the requests through GoFact standard software.

THE RESULT

Measurable optimizations across the business.

+35%
"Stock age" reduction

+80%
Full price resale of stock movements

+20%
Increased turnover rate

In addition to the above results, we have become more demand driven, where product allocation takes place as dynamically as possible.

We have achieved a good balance between data and intuition / feeling, and we respond 100% according to current needs and trends.

Lars Stentebjerg
COO, Ball Group

> "*The close cooperation with Ball Group and our common understanding of process optimization has resulted in a continuously high set bar for smooth and easy processes - all to ensure increased revenue and profit.*"
>
> *Henning Hausted*
> *CEO, GoFact*

GoFact supports retail chains with software that creates fast and fact-based decisions. Since 2016, the innovative and retail-focused software has improved the profitability of domestic as well as foreign retail chains. See more at GoFact.net