

Improving the supply chain with web technology at Pepe Jeans

Company Profile

Pepe Jeans is a world class fashion retailer originating from a small market stall on the Portobello Road in West London. Set up in 1973 by three brothers, Pepe products are now distributed in more than 30 countries around the world, with offices in Barcelona, Madrid, Paris, Amsterdam, London and Florence. Their commitment to remain at the forefront of technological innovation has led to significant investment in advanced Information Technology.

The Challenge

Pepe Jeans is constantly evolving through their dedication to innovation in the fashion retail business and in doing so required an advanced IT infrastructure to ensure their operation continued to run smoothly.

For many years Pepe Jeans successfully used a character-based order entry system, STYLEman supplied by OSL Europe. This system covered the entire supply chain, from the design of a garment or shoe right up to and including the delivery to the retail store. Although quick and robust, the system was in need of modification in order to allow stock and other information to be viewed by the customer in a more user-friendly format.

In addition any new system would be required to integrate with the existing database to meet the growing needs of the business.

Pepe Jeans and OSL Europe needed a solution that enabled them to develop STYLEman into a more user-friendly, functionally rich product.

The Solution

The decision was taken to retain the existing character-based system and give it a highly advanced web browser that would seamlessly integrate to the existing database. With significant expertise in web applications Sanderson had the skills to provide the necessary enhancements.

OSL Europe and Sanderson enhanced the order entry system by providing web access to both customers and suppliers in the supply chain.

The new order entry system, used by Pepe Jeans representatives and selected customers, incorporates additional Sanderson functionality. This includes an online directory, helpdesk facility with in-built knowledge base and document repository. This extra functionality enables users to see images of Pepe Jeans garments in a real-time environment, which means no longer having to wait for costly brochures to be received before selecting lines for purchase.

Solution Summary

Customer Profile

- International fashion retailer and manufacturer

Challenge

- Deliver a more user friendly, customer facing ordering system
- Provide seamless integration to the original back end system through integration
- Streamline the sales order process

Solution

- Enhance the existing Pepe ordering system with the latest web-based technology provided by Sanderson.

Benefits

- Increased order fulfilment
- Improved customer service
- Streamlined administration
- Reduced costs

Implementation Time

- 6 weeks from conception to go-live.



The Sanderson solution was selected, written and implemented in just 6 weeks, providing minimal disruption to the business. Specific features of the new system include:

Real-time Visibility – Having accurate and up to date visibility of stock means that customer orders can be checked on site and processed immediately, significantly improving the overall fulfilment rate.

Document Management - Linked to an inbuilt document management repository allowing customers to select alternative lines from a colour gallery, should their first choice be unavailable.

Helpdesk – The integrated helpdesk facility allows customers to issue calls to Pepe Jeans when they have a problem or query so that they can be answered in a systematic way.

Integrated Knowledge Base – The helpdesk comes complete with an integrated knowledge base, enabling queries to be answered by the user.

Directory – Pepe Jeans representatives can easily locate colleagues and contacts, all from within the same integrated supply chain system.

The Benefits

Following the seamless installation of the enhanced OSL Europe/Sanderson solution Pepe Jeans has seen **a return on investment in less than one year**.

Improvements have been achieved across the whole supply chain; perhaps the most significant improvement being the order fulfilment rate, which now runs at 97% (industry standard 80-90%). This is largely due to a reduction in the time taken to process orders and the clear visibility of real-time stock. In addition there has been a significant reduction in the administration overhead required to support the ordering process and only minimal training is needed to familiarise users with the new system.

Benefits are summarised as follows:

- A significant improvement in fulfilment rates, running above industry standard;
- Enhanced customer service due to faster turnaround time and greater stock visibility;
- Increased efficiencies due to reduced administration and a more streamlined process;
- Cost savings as a result of fewer order entry errors;
- Increased revenues as a result of fewer lost sales due to poor stock visibility;
- Sophisticated purchasing benefits through real-time sales information.

Pepe Jeans continue to expand the user base of the supply chain solution, which is currently in use in Holland, Germany, Spain, UK and Ireland. Sanderson and OSL Europe have provided robust, highly advanced technology to take Pepe Jeans into the future.



Electronic, online ordering has reduced administration by 50%.



*Visibility of real-time stock is a major contribution to Pepe's above **industry standard** fulfilment rates.*



Supply chain functionality enables Pepe Jeans customers to order all their stock online, speeding up the order process.

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