

MOBIMEDIA

INTERVIEW

The cooperation between MobiMedia and hachmeister + partner for the new collaborative planning tool started successfully with the first implementations for the worlds of fashion and sport. Our interview with Christoph Schwarzl, one of the shareholders of hachmeister + partner.



THE MISSION

New retail planning tool by MobiMedia and hachmeister + partner

MobiMedia and hachmeister + partner have developed a new retail planning tool for Engelhorn, Reischmann and similar companies. This completely new planning tool is suitable for multi-brand retailers who want to use key figures to plan for their stores and online business and manage them based on data.

The new planning tool was implemented on the MobiMedia platform Quintet24 and can be used seamlessly with digital orders in Quintet24. This, for example, allows retailers to optimise their merchandise planning and management in a more targeted and sustainable way. The tool is already being used in practice and has been shown to: save time and money; creating the conditions for a sustained improvement of results.

MobiMedia and hachmeister + partner have been supporting retailers and manufacturers through the many facets of the planning and ordering process for many years. The integration of retail data via hachmeister + partner benchmarking allows quick and industry-specific linking of all relevant product, inventory and order data in the new planning tool.

A problem experienced by industry players: modern supply chains are becoming more and more complex; while planning and management is becoming more and more challenging. There was a need for a tool that could see things from the perspective of retailers and manufacturers, was easy to use, and efficiently used and linked available data. With this web-based solution, users can maintain an overview thanks to clear planning views, continuously evaluate actual and plan values, and then act accordingly.

The cooperation between MobiMedia and hachmeister + partner for the new collaborative planning tool started successfully with the first implementations for the worlds of fashion and sport. We also worked with Engelhorn and Reischmann to acquire more knowledge from a retail and practical point of view. MobiMedia and hachmeister + partner is therefore offering a simple, intuitive tool for all stages of merchandise planning and management, pre-season, in-season and post-season. This allows for a more targeted and sustainable optimisation of stock levels and availability. And with the aim of making your company future-proof and more agile in a fast-moving industry.

We spoke to Christoph Schwarzl, shareholder at hachmeister + partner, about the challenges of the new planning tool, the project and what users can look forward to.

THE SPECIALS



"The goal was to anticipate retail planning processes in an industry-oriented way, keep them flexible and be able to adapt them as needed in order to keep up with the dynamics of the market."

What's special about this new planning tool for retailers?

With the new tool, retailers can control their merchandise planning and management in an intelligent and user-friendly manner. This is a solution from the industry for the industry – and in all areas of the fashion, sport and lifestyle ranges.

The new planning tool was developed with the aim of improving key business performance indicators. One way this was achieved was through a structured analysis of planning and sales data, taking into account available stock and the integration of market data via the hachmeister + partner benchmark data pool.

The special thing about this solution: Data-driven merchandise planning made simple, anywhere, anytime.





THE EXPERIENCE

What experience was h+p able to contribute?

Hachmeister + partner stands for more than 70 years of clothing and fashion expertise. We always have our finger on the pulse and analyse the latest market requirements, putting us in a position to develop strategies and operational solutions together with our clients and successfully introduce them. We focus on the advantages of using intelligent tools to connect data via processes that produce a direct benefit for our clients.

We've incorporated these experiences into the development of the tool and together with MobiMedia created a new industry solution for merchandise planning and management. By integrating hachmeister + partner benchmarks, business data can be meaningfully combined with relevant market data to optimise planning results and increase revenue.

THE CHALLENGE

The limits to growth in the traditional partnership between retailers and manufacturers have been clearly felt by all parties. Competition is becoming more and more intense; competitive and margin pressure are steadily increasing.

The current industry situation calls for a rethink: Collaboration, digitization, transparency and traceability in all areas, from procurement of goods to the allocation of the quantities needed for distribution channels, stores and digital. We had to take all of this into account for the new tool, while at the same time linking simple and intuitive processes with industry-specific data and figures and displaying this on dashboards.

From the point of view of manufacturers and retailers, it is essential that they can make quick and reliable decisions about product ranges, stock and their availability based on the latest data.

We took on this challenge with the following in mind: One platform, one collaborative planning tool for manufacturers and retailers, transparent and coherent data, fast and good decisions for sustainable success.



THE PROJECT

What were the special features of this project?

For the development of the tool our planning experts had to work in close coordination with the developers at MobiMedia and the engelhorn buyers and merchandise planners as part of the co-development in order to meet the requirements for a new industry solution in the best possible way. With our agile approach and the two to three-week development sprints, we both challenged each other.

At the same time the priority was to integrate the necessary data into the retailer systems (merchandise management, POS) in an optimal and user-friendly way via a uniform interface. It is well known that this is always the crux of software solutions, not only with planning systems.

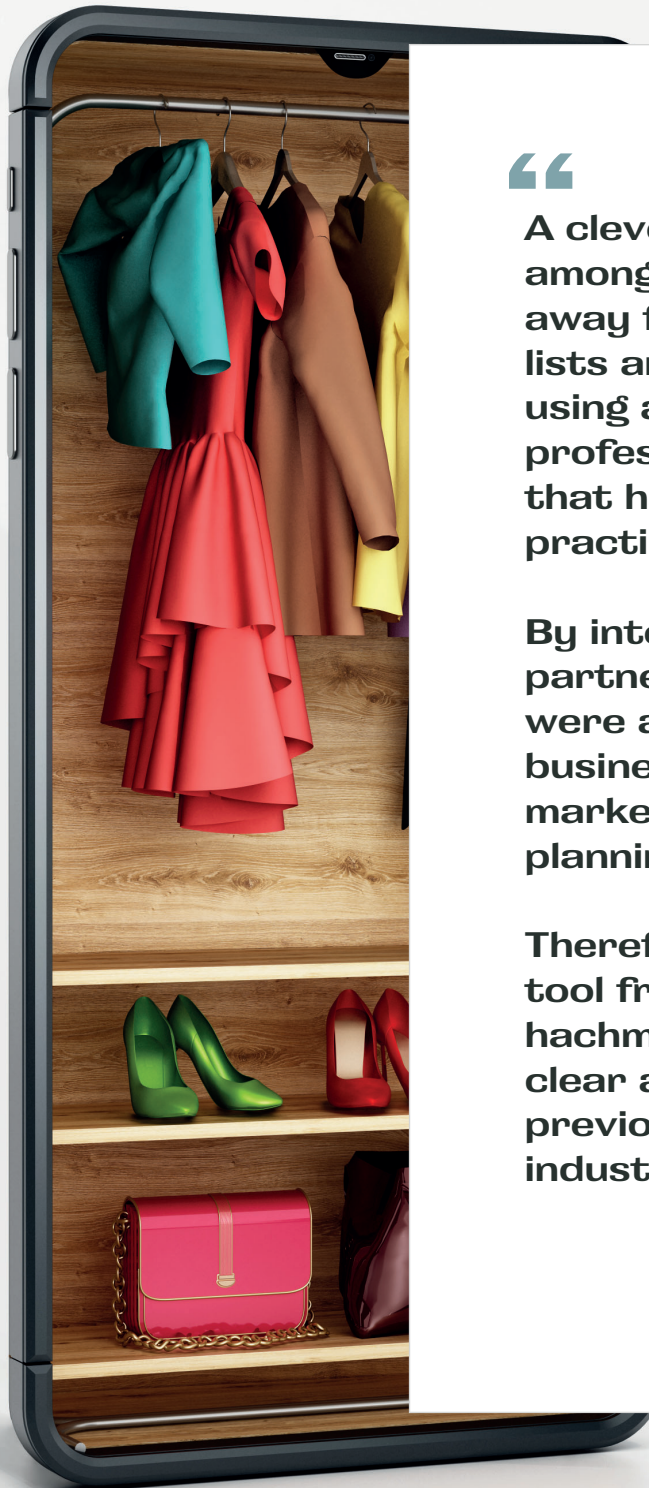
We also had to take into account the seasonal cycles of fashion and sports retail to allow for classic planning and order times. Factoring in all of this, our tool would be “ready to go live” in 3-4 months. And we succeeded.

From your point of view, what are the benefits of this new planning solution?

A clever approach means, among other things, moving away from confusing Excel lists and workarounds, and using a simple, intuitive and professional planning solution that has proven its worth in practice. By integrating hachmeister + partner benchmarks, we were able to combine business data with relevant market data to optimise planning results. Therefore, the new planning tool from MobiMedia and hachmeister + partner has a clear advantage that was not previously possible in this industry.

The full planning transparency and structure in our new tool is very important to our retail customers, i.e., the depiction of financial year, season, quarter, month and everything on a rolling basis, with continuous comparisons of planning, inventory and sales data on a daily basis, for the usual product groups and ranges from our worlds of fashion, sport and lifestyle.

And top-down and bottom-up, with fully integrated processes, in a database with a modern look & feel, pre-settings, splash functions and with high performance as a SaaS solution in the cloud.



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THE SYNERGIES

What are the advantages of working with MobiMedia?

The in-depth industry expertise of both companies and the SME-focus provides ideal synergies for developing new concepts and solutions for the industry.

MobiMedia and hachmeister + partner complement each other perfectly with their skills, linking data via processes with intelligent tools and as such making a sustainable contribution to creating value for industry and retail. In short: we speak the same language and know the requirements of the market very well.

This makes for a unique and effective partnership.



THE FUTURE



"We are initiating the next digitization development step in the value chain of the textiles industry, for the benefit of all parties."

Where will the journey take you next?

At hachmeister +partner, we always strive to take the industry forward and to innovate. We see ourselves as moderators or gatekeepers for the industry and retail, and encourage all industry partners to work together.

In this respect, we've taken on this job for the industry and, together with MobiMedia as technology partner, to develop industry-specific solutions for SMEs, such as the new planning tool and the order optimizer. The next step is to incorporate trends and forecasts into our tools via subscription services, making it possible to preview the business of tomorrow.

And we have plenty more irons in the fire. Cooperative planning, forecasting and management of good flows. The basic idea is the shared use and integration of information on the manufacturer and retail side. All procurement and distribution activities are interlinked in a joint business plan. Based on market forecasts, both sides – manufacturers and retailers – no longer plan sales separately, but collaboratively, sharing forecasts during the planning stage and discussing discrepancies in assessments. Production and warehouse storage are adjusted in line with actual demand; the flow of goods and sales promotions are aligned with each other.

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