



**B** breuninger

## Success Story Breuninger

**blueyonder**

Forward looking. Forward thinking.

# Perfectly stocked with the finer things in life

Anyone walking into Breuninger's central headquarters in Stuttgart is greeted with a written German phrase which literally translates as "The finer things in life". Situated in the state's capital city, every inch available within the HQ and flagship store of this fashion and lifestyle retailer signals a passion for the "finer things in life". Exclusive fashion, home furnishings, perfumes and sports equipment: even the most trivial of accessories are put on display with an immense amount of love and detail. Browsing through this ample, brightly-lit set of buildings leaves you with one overriding impression: there's nothing you won't find here.

## Why Blue Yonder?

Out of all the providers considered by Breuninger, it was Blue Yonder who impressed with their highly innovative approach of using purchase order proposals to assist buyers.

## Buyers:

### True experts in knowing what customers want

The retailer employs around 4.500 staff in total and has a further nine stores in addition to its location in Stuttgart, as well as an online shop. Every single point of sale beams with the confidence of a fashion and lifestyle company that projects a sense for service, trends, and a true shopping experience. The market image of this fashion and lifestyle

company derives its strength from the power and creativity of the buyers who work at Breuninger. They are the sovereigns who reign over the product range; they are the ones who put together the range of products with a clear strategy and the utmost assurance.

### One string vest will do: Reducing stock levels

In 2010, the company's management looked at how using software may be able to assist the buying division as part of goods procurement. After all, having stock levels that are too high ultimately means unnecessary capital tie-up. Breuninger introduced a selection process to compare a variety of service providers and ultimately opted for the innovative methods used by Blue Yonder.

The data basis that Breuninger has at its disposal is extremely vast and very well maintained. In most vital areas, the quality of data already

matched the requirements laid out by Blue Yonder, meaning that the data could be processed without a huge amount of effort needed. The solution was introduced in order to analyze, evaluate and use the vast amounts of available data in the best way possible. From day one, the project team at Breuninger greatly appreciated the level of professionalism shown by the software experts, not to mention their talent for turning complex scientific findings into knowledge that was easy to understand for the layperson.

### With software, tact and intuition: Goods supply as a competitive lever

With the conception phase now over, its highly promising outcome bodes very well for the project as a whole. According to one project team member: "We are anticipating a complete change in perspective. We are not just going to base things on the past any more, merely replacing stock that has been sold. Instead, our plan is now to anticipate future demand: we are looking into the future!" For many articles, the tact and intuition of the buyer in question is still very much the order of the day. The system provides the purchasing team

with purchase proposals which they can use to optimize stock. If the purchasing division knows full well that the system is helping to take care of its routine tasks, it is then able to focus on more important issues, spending more time on the products themselves. In this respect, the software is highly flexible and can be configured to achieve market-specific goals, such as the level of service required or an optimal level of stock.

# Use your data to navigate to success

Still have any unanswered questions? Looking for a partner who can help you develop forecasts that are **specifically tailored to your own sets of data**? Contact Dunja Riehemann (Tel +49 (0)721 383 117 36, [dunja.riehemann@blue-yonder.com](mailto:dunja.riehemann@blue-yonder.com)) to join us in this visionary venture.

For more information, visit us at: [www.blue-yonder.com](http://www.blue-yonder.com)

