

heine



Customer reference

Heine optimizes purchasing and reduces transport costs with Blue Yonder forecasts

“Even small improvements in prediction on the item level increase Heine’s profits significantly, since transport costs are reduced and the departments can make decisions sooner.”

Arno Ritthaler, Division Manager Category Management Service, Heine

The challenge

The mail-order retailer Heine offers a broad spectrum of goods relating to all aspects of living and fashion. With each order, data trickles into the Karlsruhe, Germany, central office. In order to increase profits, Heine aligns purchasing closely to demand by using giant quantities of data from a wide variety of sources (Big Data) in the sales and return forecasts.

blue yonder

Forward looking. Forward thinking.

The project

Blue Yonder produces sales forecasts for ladies' outerwear, men's outerwear, and accessories – in all groups of goods and segments, for each item, and in every size. Here, the software also analyzes whether the item will be more likely purchased from a catalog or online. Blue Yonder takes approximately 50 factors into consideration for the analysis. The forecasts are created weekly and are always geared toward the end of the season.

The results

Although the forecasts assist procurement managers in improving the first order, return forecasts also play a significant role here. With Blue Yonder, the procurement manager knows the actual return quotas earlier than previously, which means that sales can be planned better. "Blue Yonder is significantly superior to Heine's procurement managers when it comes to return forecasts," according to Arno Ritthaler, Heine. SUGGESTION: „Blue Yonder is a fantastic tool for our procurement managers when it comes to return forecasts," states Arno Ritthaler, Heine. Furthermore, Blue Yonder provides order suggestions. The system-supported purchasing flows into the ERP system and considers all factors with respect to the supplier and the individual item.

The benefits

Predictive analytics software pays off in several ways:

Orientation assistance for departments

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The procurement manager can initiate measures that encourage timely sales or reorder goods. In this situation, each day counts. With the software, the departments are in an ideal position to make decisions quickly, independently, and based on solid information.

Optimal customer service

The forecasts help Heine to deliver the right goods at the right time, thus offering optimal customer service.

Lower transport costs

Heine saves an enormous amount on transport costs, since the goods, which are frequently ordered from overseas, can be ordered in one batch by ship. The quick delivery of smaller quantities of goods not only results in high costs, but also damages the environment.

Would you also like to improve the quality of your forecasts? Talk to us!

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Software for data analysis and accurate forecasting

About Blue Yonder

Blue Yonder is a leading provider in the fields of forecasting and data pattern recognition or 'predictive analytics' for short. Thus, valuable insights for company control can be gained from Big Data. Precise trends and developments can be predicted in real time using cloud-based technology. Companies use Blue Yonder solutions to great effect for purchasing, marketing, material planning, sales, and production control.

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