

**HCL**

# Empowering product diversity with category management

Shaping the future of supply chain and retail through digital solutions



# Client Overview

The client is a renowned American sports retailer. It operates multiple stores in 45 states in the USA. In addition, the company has many private labels under its umbrella. It sells sporting goods in over 1,200 merchandise categories. The client generates maximum revenue from selling hard lines- equipment for team sports, fitness, hunting, fishing, camping, golf, racquet sports, cycling, water sports, marine, snow sports, and general merchandise.

## 1. Business challenges :

Due to its vast and ever-growing portfolio of products, the client struggled to offer customized and relevant product suggestions to customers. This called for a systematic categorization of products into meaningful sets. In addition, the client needed an upgraded and scalable solution that could support its business requirements. The main pain points were:

- An unorganized range of products leads to managing procurement, sourcing, and purchasing problems.
- The legacy systems struggled to manage new businesses.
- The legacy systems mainly were handled manually, taking too much time and effort from maintenance staff. The costs of running, updating, and using existing systems were also very high.
- The client's existing systems were outdated, and they failed to offer proper visibility into the supply chain. In addition, since the reporting and analytics weren't strong enough, the client faced issues managing global stock replenishment and direct deliveries. This negatively impacted the service delivery levels.



## 2. Transformation Journey:

The client onboarded HCL as a technology transformation partner after failing to find the right solutions to their problems. First, HCL Technologies initiated an assessment of the existing legacy systems and identified the scope of work. Next, they planned to upgrade and optimize the client's retail marketing chain. Finally, they introduced an end-to-end category management model that offered accurate information across various products. HCL Tech integrated the client's supply chain system using the Blue Yonder platform. Some of the implementations were:

- Category Management to oversee and manage multiple product categories, including procurement, purchasing, and stock levels.
- Blue Yonder Demand and Fulfillment module to support complex requirements such as global replenishments.
- D&F module with the existing client ERP system
- Maintenance and Support in tackling performance management challenges arising due to multiple legacy applications running on different databases.
- Customized modules to tackle demand forecasting, supply chain visibility, and reporting in the existing and new product categories.
- Blue Yonder Merchandising Management System to address purchasing, basic allocations, receiving, transfers, physical inventory, price and cost management, replenishment, and sales processing.

## 3. Solution highlights

HCL Tech implemented and configured multiple modules and solutions to ease the client's difficulties. Some highlights were:

- Support and Maintenance of BY Modules- HCL established a robust support and maintenance program to improve the client's service delivery levels and quicken response times to complex queries. In addition, they provided the required training and guidance to the client's employees to help them make the most out of their BY investment.
- Custom Development of BY Modules- HCL developed a few custom BY modules to solve client requirements issues. These include analytics and reporting, customizable dashboards, real-time data visibility, and category management.
- BY environment Setup- HCL set up a secure cloud environment for the client to store all their data. The cloud database helped the client manage, store, and access their product, supply chain, purchase, and sales data under a centralized platform.

## 3. Business impact

The client yielded several benefits through HCL Tech's assistance. Some of them were:

- Improved system performance and Service level management
- Enhanced system usability by solving critical issues
- Reduction in daily batch processing time by **15-20%**
- System availability increased for business users

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