



COMPANY BACKGROUND

BSI is a specialty internet retailer focused on serving the Halloween Costume and Party Supplies industry. They offer product fulfillment to online retailers like Target, Walmart, Kohls, JCP, their own proprietary websites as well as Amazon. The company is based in southeastern Wisconsin and was founded over a decade ago to serve the seasonal needs for Halloween entertainment and amusement. The BSI challenge is to grow the fulfillment business on an annual basis and meet the demand of customer choice by picking, packing and shipping the product direct to consumer in a 24-hour time frame.

THE PROBLEM

Because of the highly seasonal business of Halloween Costumes and Party Supplies where 70% of the annual business is done in 6 weeks time, BSI was searching for a system to aid in improving the inventory position in order to meet the demand of the consumer. They owned inventory from years prior, over assorted with +20K SKUs including duplicate and unproductive SKUs. They did not have a clear process of consistent data which led to erroneous reports. They were determined not to make the same buying decisions and mistakes as last year but engaged with 2 other solutions, Direct Tech and Essbase, which resulted in no resolution, wasted time and significant money spent!

HOW SAFIO Solutions ADDRESSED THE PROBLEM

BSI was striving to improve their overall financial metrics to allow their parent company to sell the business. This had been impossible previously due to the lack of an efficient process system. To do so, they knew they needed a more robust tool to assist them. After several attempts to find a solution, **SAFIO Solutions** was employed to replace the current and failing forecasting system. **SAFIO Solutions** began with first steps of cleaning up the current data to make it consistent and uniform, then assigning hierarchy and attributes to SKUs along with updated vendor information for each SKU. This allowed for a clear picture of the product & inventory positions which provides the base for good sales analysis & forecasting of customer demands. Selling curves were developed at the item level or classification and forecasts were assigned to each SKU. Historical data, both sales and inventory positions, plays a significant role in accurate forecasting as it sheds light on lost sales from stock-out periods. **SAFIO Solutions** assisted BSI in piecing together historical data to create an annual view of inventory positions along with sales. This laid the tracks for accurate forecasting.
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THE RESULTS



“...like the level of details, metrics and data that were visible at the SKU level on one page. I think that really separates this tool from other forecasting solutions. Reduced inventory liability”

Jamil, Seasonal Planner, BSI





BSI

Halloween Costumes & Party Supplies

HOW SAFIO Solutions ADDRESSED THE PROBLEM (con't)

Within 6 weeks, the Sales Analysis & Forecasting Tool© was integrated into BSI and was up and running for the planning team to work with and make improvements. BSI gained the vision to see the future of their business and take action to maximize their opportunities and minimize their liabilities. All from a user-friendly interface that allows for visibility to pertinent information at the click of a button. As Jackie, Senior Planner, Multi-Channel at BSI realized upon using the tool and seeing what she hadn't seen in their business previously, "I am alerted to emerging trends quickly. Sales and profitability have increased with use of the tool. Definitely a game changer for me!"

BSI accomplished significant results by using the **SAFIO Solutions** Sales Analysis & Forecasting Tool:

- In the first year of use, the revenue goal was met, the profit goal was met and the turn goal was met. All made possible by a 50% reduction of unproductive SKUs which resulted in an inventory reduction of \$11M and reduced carrying costs by 64%. This saved the company \$1M in cost expenditures that year.
- BSI had originally budgeted to add another planner to their staff, but determined because of the vision and efficiency that the **SAFIO Solutions** forecasting system provided, it was no longer needed. In fact, the productivity of the planning staff improved to the point of reducing one current position to part time. This efficiency saved the company approximately \$130K in annual salaries.
- The planning team was able to collaborate with the production department, enabling a 30% savings in printing costs. Collaboration with the distribution center led to increased productivity and efficiencies, enabling proper product location for reduced steps as well as improved seasonal labor hour assignments.
- An open-to-buy system was put into place to assist the management and finance teams with a roadmap to make strategic decisions about channel direction, purchasing, product development and marketing to improve cashflow.
- Because inventory is the biggest asset of a company, along with human resources, it affects every area of the company. Through the use of the **SAFIO Solutions** forecasting system, BSI was able to realize \$2.2M of savings throughout the company in an 18-month time frame.

To say BSI was pleased with the **SAFIO Solutions** Sales Analysis & Forecasting Tool is an under-statement. Ultimately, success through use of the **SAFIO Solutions** forecasting system, led to the sale of the company, which was the goal!

THE RESULTS



“ A dream come true in comprehensive data analysis and ease of use. Visibility, accuracy and efficiency of pulling together data into one place, offering the flexibility and confidence to analyze intelligence and make timely decisions.”

Sharon, Senior Planner, BSI

