

Micro Fashion increases revenue per square meter with help of Qlik

“Now we are in the driving seat. Qlik makes it possible for our merchandisers to optimally control the stocks at our VMI/Consignment customers, resulting in huge turnover growth.”

– Guido Verhagen, Chief Information Officer, Micro Fashion



Micro Fashion produces high-quality men's fashion for Europe's largest brands, retail traders and department stores. Micro Fashion also has two brands of its own, Profuomo and Michaelis. Production of the clothes takes place throughout the world, including in Italy and Eastern Europe. Europe is the biggest sales market, where 98% of turnover is realized. Alongside production for other companies, Micro Fashion has two of its own shops and many shop-in-shops.

At the moment Micro Fashion started looking for a BI solution, they were using Microsoft Dynamics NAV. Whilst this solution works fine for Micro Fashion, the creation of clear reports to be able to make the right analyses took too much time. Micro Fashion was therefore not able to effectively stock the many shop-in-shops on a weekly basis.

Guido Verhagen, Chief Information Officer at Micro Fashion: “The up-to-date inventory of all those shop floors is monitored with the help of EDI messages. We use these EDI messages for reports & analysis. What are the bestsellers and what are the slow movers? What should our mid-season

collections look like, in order to freshen up the inventory in the shops between two seasons. What advice do we give our customers about their collections on their shop floors? This was becoming increasingly complex, due to the growing number of products and shops on the one hand, and the slow report generation options on the other. We were no longer in the driving seat, because we weren't able to timely and effectively analyze our data.

“We started looking for Best of Breed software, and ended up at Qlik,” explains Guido Verhagen. “Many other packages which we looked at still exported a lot to Excel, but we have a great many records and variables in the database. This sometimes involved spending three hours with Microsoft Dynamics NAV and Excel in order to publish the desired result. In other words, it had to be a solution which did not involve this.”

Employees of Micro Fashion attended a seminar of Qlik in 2012, and were almost immediately impressed by the speed of Qlik. As Guido Verhagen puts it: “During a proof of concept, our biggest file was loaded, and Qlik spat out the same report in a few seconds that we had usually spent so long on. We were immediately convinced that Qlik offered us the right solutions.”

“Qlik is the tool to manage shop stocks on the floor. On Mondays, we analyze all sales, from all the shop floors, so that every floor can be stocked up again by the weekend.

Solution overview

Customer Name: Micro Fashion

Sector: Manufacturing, Retail

Functions: Sales, Supply Chain Management

Region: The Netherlands

Challenge: Micro Fashion wanted to be able to analyse data on sales and stocks more effectively and quickly, in order to streamline stocking.

Solution: Victa linked Qlik to the existing systems and developed various reporting and analysis environments. This meant that Micro Fashion was able to determine, within several hours, which items needed to be restocked on which shop floor, the same week.

Benefits:

- KPIs are now measured better at each level.
- More efficient stock delivery
- Increasing the turnover per square meter
- Saving many hours thanks to automated reporting and analysis options
- Qlik is also used for marketing automation.

Data Source Systems

- EDIFACT
- Excel
- Microsoft Dynamics NAV

Partner

Victa
www.victa.nl



M I C R O
F A S H I O N



MICHAELIS

PROFUOMO



In this way, we are increasing the turnover per square meter. Qlik is also being used for analyzing KPIs of the sales department and for management. Qlik is used by around 25 people in the organization."

In order to help with the implementation of Qlik, Micro Fashion went to Victa, via one of its key customers, the famous Dutch warehouse de Bijenkorf. "Victa is a true Qlik specialist," says Guido Verhagen. "We transferred the whole project to Victa, and they helped us incredibly well. And still today, we can always count on them if we encounter problems or have questions. Furthermore, the team at Victa often make good suggestions on how to further improve our Qlik environment." Consultancy days are held at regular intervals, after which Micro Fashion is fully up-to-date again, and can get on with things independently.

"Our sales reports are EDIFACT messages which are processed in Microsoft Dynamics NAV. All ERP data are combined with the data from our own shops, the shop-in-shops, and with sales data from all our customers which have an EDI connection. All these data are processed in the ERP software, and Qlik lies on top of this and shows exactly the data we want to see."

This data includes invoice information, order information and data on the turnaround ratio for individual articles. This is analyzed with Qlik, which creates a total picture. What was sold in the past week? At what prices? Do we need to buy in additional product? Which products need to be stocked up, in which shop-in-shop? Thanks to Qlik, Micro Fashion can analyze all relevant data from the shop floors, enabling the company to operate more efficiently.

"Our merchandisers take decisions on the basis of sales and stock data," says Guido Verhagen. "Automated analyses are created for each shop floor, after which we take the decision as to how the shop will be stocked. We are now back in the driving seat. Qlik makes it possible for our merchandisers to optimally control the stocks at our VMI consignment customers, which has resulted in huge turnover growth. Thanks to Qlik, our customer service is also improved, because we are able to deliver more quickly with fewer resources. We call this Fast Fashion. At Micro Fashion, we have been able to hugely increase our turnover per square meter. Thanks to Qlik."

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