## CASE STUDY

# STREAMLINING SUCCESS: HOW CHARLES TYRWHITT MODERNISED THEIR MERCHANDISE PLANNING SOLUTION

British multi-channel men's clothing retailer, Charles Tyrwhitt had been using Board software for several years, but their existing solution had become outdated, complex, and slow due to unused elements. The goal for the project was to simplify the existing Board solution and align with updated processes, enhance speed, flexibility, and capabilities by utilising Board's retail accelerators, ie pre-configured solutions.

## THE CHALLENGE

Charles Tyrwhitt had been using Board software for **several years**. It was time to upgrade to a newer version of Board to **increase speed and capability**.

In addition, a change in processes within the company had caused elements of the solution to become unused, which in turn meant that the solution had become complex and slow.

## THE GOALS

- To **simplify** and **align** the Board solution with Charles Tyrwhitt's updated processes, removing unused, complex elements to increase speed.

- To use **Board accelerators** to provide a **quicker result**, tailoring certain elements to their requirements rather than building from scratch.

## OUR APPROACH

The project began with a meeting where the Charles Tyrwhitt team reviewed their existing solution and outlined their needs. The goals of the project were defined. The Board accelerators for MFP, WSSI, and Line Planning were used to significantly reduce the project completion time while ensuring the solution was tailored to Charles Tyrwhitt's **precise individual requirements**.

> *"bdg have really listened to our needs and our wants and have taken those into consideration, but have also come up with some great ideas from their previous experience. Together we've been able to build a system that's been so successful."*

Senior Merchandiser, Charles Tyrwhitt

## THE SOLUTION

Using Board's accelerators, the bdg team focused on **simplifying** and **rebuilding** Charles Tyrwhitt's planning solution. The accelerators gave a solid base to work from, which meant the team could concentrate on tailoring the system to how the business actually works today.

The bdg team kept what was useful, removed what wasn't, and made sure the setup was faster, more flexible, and easier to maintain.

## THE RESULT

The updated Board solution is now **faster, more efficient**, and aligned with Charles Tyrwhitt's current processes. The planning process is **significantly quicker** due to the lighter, updated data server. The new system is also more stable, relevant, and capable of supporting operations efficiently. The use of Board accelerators greatly reduced implementation time, forming the basis of a customised solution that ideally meets Charles Tyrwhitt's requirements.

## THE COLLABORATION

The project began with creating a proof of concept using the accelerators, adding some of Charles Tyrwhitt's data, and then testing the system for a few weeks. This allowed the team to refine their knowledge and ensure the **custom solution** met their needs. Throughout the project, there was close cooperation between the bdg and Charles Tyrwhitt teams, with regular meetings and progress logs to ensure both parties were always **informed and aligned**.

## LOOKING FORWARD

The project was a success, providing Charles Tyrwhitt with a **streamlined and effective** planning tool that enhances their overall efficiency and supports their updated processes.

With their new system in place, they're in a great position to **adapt** as the business evolves.

## WE ARE BDG

We are the better decisions group (bdg), an international consultancy for business intelligence (BI) and corporate performance management (CPM) solutions. As a long-standing partner of leading software providers such as Board, Jedox and SAP Analytics Cloud (SAC), we have been delivering customised solutions and best-practice approaches for planning, reporting and analysis for 20 years.

get in
**TOUCH**