NZ Safety Blackwoods

USING ADVANCED ANALYTICS FOR PLANNING AND DECISION-MAKING

NZ Safety Blackwoods offers New Zealand businesses a single source of supply and expert knowledge in industrial safety, engineering supplies and packaging. In addition, the 500-person company offers a range of specialized training courses and resources to improve client safety.

When NZ Safety Blackwoods merged its three businesses into one entity, management transitioned from a regional to a functional approach in order to streamline operations and leverage the strengths of the combined business units.

Why Focus on Advanced Analytics?

NZ Safety Blackwoods understood that faster, more rigorous reporting and forecasting methods were needed to drive growth while boosting profitability. The existing sales analysis tool forced decision-makers to rely on spreadsheets created from SQL extracts, and as a result reporting was slow and required significant IT involvement. The Sales, Merchandising and Operations teams agreed that they needed a tool "that would get us below the superficial and help us understand root causes and produce reliable forecasts to support sales plans".

NZ Safety Blackwoods chose Logility's advanced supply chain analytics solution for its ability to support the company's short-term and long-term feature/function criteria. "Logility could provide us with the tools we needed to measure and therefore improve our performance both internally and in our customers' eyes," says Yvonne Boersma, NZ Safety Blackwoods' Head of Finance.

Driving User Adoption with Critical Metrics

NZ Safety Blackwoods opted for an agile implementation designed to engage users from the outset. Sales executives are now well prepared and informed for sales calls with self-service dashboards that capture in-depth monthly customer activity, year-over-year sales comparisons by month and by salesperson, and easier tracking of sales from the company website and Electronic Data Interchange (EDI).

Facts

Industry: Supplier of safety equipment and apparel

Headquarters: Auckland, New Zealand

Profile: NZ Safety Blackwoods sells industrial safety equipment, uniforms, and engineering and packaging supplies. It also offers specialized training courses and resources to help businesses keep their staff worksite-safe.

Challenge

Business mergers meant a change in company structure and a broader need for consolidated information to be available. Essential sales and margin information, as well as inventory and stock data, were very limited and often tied up in spreadsheets.

Logility Digital Supply Chain Platform

With Logility, NZ Safety Blackwoods gained the visibility they needed to support day-to-day, company-wide decision-making, as well as deeper insight into longer term trends for improved budgeting and forecasting.

The Bottom Line

- Improved gross margin with better pricing decisions
- Improved order delivery performance by 27%
- Accelerated sales planning with more accurate budgeting and forecasting
- Enhanced tracking and improved collection of supplier rebates

> With Logility we can easily see how sales are going every day, and with transaction details just a click away we're able to understand what's causing fluctuations and trends.

Yvonne Boersma
Head of Finance
NZ Safety Blackwoods

LOGILITY
PLANNING OPTIMIZED

The Merchandising team can look at revenue by category (e.g. footwear, workplace safety) and SKU, in contrast to sales views that are built around customer activity.

The business also has a better understanding of counter sales throughout their trade centers versus customer pre-orders by individual center. Consolidated KPIs help each center monitor its performance against key growth goals, such as boosting Average Ticket Value and Lines per Transaction.

Quick Wins with Big Implications

With Logility, the NZ Safety Blackwoods team now has easy access to timely and accurate information to support day-to-day decision-making as well as understanding longer term trends. Sales planning and forecasting is quicker and more accurate, and the company can efficiently budget at a higher level. Better visibility into pricing, margins and supplier rebates has directly impacted the bottom line, and Delivery In Full and On Time (DIFOT) has improved by 27% in 12 months, up from 66% to 93%.

NZ Safety Blackwoods now looks forward to improving the depth and breadth of its analysis through the integration of CRM and freight data into Logility, as well as refining cost-to-serve analyses at the transactional level.

Logility Advanced Analytics for Sales enables YOY tracking of Actual Performance against Forecast and Budget to reveal what products are selling against the forecast, how profitable those sales are, and how market demand is changing over time.

Logility Advanced Analytics for Inventory delivers key information about inventory value. Focus on metrics that impact revenue and costs, identify stock-outs and slow-moving product ahead of time, and reduce mark-downs and write-offs.

Logility Scheduled Reporting allows distributed reporting on a scheduled basis, easily exportable to PDF or Excel. Specific conditions can be pre-set to trigger notifications for rapid response and resolution.

Logility enables you to:
- Increase pace of digital supply chain transformation
- Improve data quality
- Present relevant, consistent data to thousands of decentralized employees
- Drill into problem areas, collaborate on solutions
- Make better decisions, faster
- Easily collaborate with suppliers and customers
- Improve demand planning and forecasting accuracy
- Identify and accelerate idle inventory

About Logility

Accelerating the digital supply chain from product concept to customer delivery, Logility helps companies seize new opportunities, sense and respond to changing market dynamics and more profitably manage their complex global businesses. The Logility digital supply chain platform leverages an innovative blend of artificial intelligence (AI) and advanced analytics to automate planning, accelerate cycle times, increase precision, improve operating performance, break down business silos and deliver greater visibility. To learn how Logility can help you make smarter decisions faster, visit **www.logility.com**.

LOGILITY
PLANNING OPTIMIZED

NZSB0920