



Client Success Story:

Bondi Sands Embraces Technology Transformation with Logility to Support Exponential Business Growth



Client:
Bondi Sands

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<https://bondisands.com/>

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“DMS masterfully infused this extensive knowledge, accumulated over years of hands-on experience in real-life supply chain scenarios...”

01 The Company



Manufacturers of the world's leading self-tanning brand, owned and made in Australia



OVERVIEW

There is no doubt that the last few years have tested business and supply chain leaders, with the goal of maintaining essential operations. From geopolitical instability to volatile demand shifts and supply constraints to sustainability demands, supply chain disruption has been constant.

The breadth and depth of disruptions to global supply chains has forced business leaders to adopt new capabilities and technologies to meet the needs of the current landscape and inject agility. Bondi Sands understood this and took their supply chain on a journey of transformation.

Through a modern supply chain, Bondi Sands mission is to bring confidence and the iconic Australian lifestyle to their worldwide community all year round. As manufacturers of the world's leading self-tanning brand, owned and made in Australia, Bondi Sands, distributes to over 45,000 stores worldwide. Their current physical retailer footprint crosses 14 countries and expands to 95 countries online – bringing Australia to the rest of the world. This footprint is expected to grow over the next few years at a rapid pace.



We currently have a physical retailer footprint across 14 countries, and are available in a total of 95 countries including online. The business is planning to launch into 11 more countries from 2022 to 2024, with scope for existing distribution model to transition direct to retailer.

45,000+ stores worldwide

*Don't forget your **challenge!***
Don't forget your success!

02 Challenge

Bondi Sands set out on a supply chain transformation as a key business enabler to support their significant business growth. With an increased product mix, new operating model, and constant supply chain industry challenges, Bondi Sands needed a robust solution.

As part of their technology transformation, Bondi Sands evaluated their current business structure to identify the following challenges in their current practices.

THIS STUDY SHOWED:



Inventory planning

Reactive and manual, lack of control, led to stock outs.



Manual / Excel driven reporting

Low visibility of service levels, lagging reaction, prone to errors



Data integrity

Highly compromised, leading to errors



Unstructured demand forecast

Leading to high inaccuracy



Highly manual order management

Overburnt and inadequate ERP system

These challenges lead to missed opportunities and impacted the speed of their business growth.



Embracing Technology Transformation as a Key Business Enabler for Growth:

Bondi Sands knew they would have to embrace new technology to ensure they met their business growth goals and increased customer satisfaction. According to Deloitte Supply Chain Analysis Report, 2022, 75% respondents have already adopted technology to mitigate risk. Bondi Sands was ready to join them.

Ultimately, Bondi Sands opted to implement:

- End to end supply chain planning system
- New ERP system & plug-in with best in breed applications
- API/EDI integration across all the business ecosystem



03 The Solution

Bondi sands selected the Logility Digital Supply Chain Platform as their end-to-end supply chain planning system. They leveraged Demand Optimisation, Inventory Optimisation, and Supply Optimisation solutions to achieve:

- Dynamic optimisation and auto-updating based on service target and margin contribution.
- Clear set of visual, effective & real-time KPIs systemically generated.
- One source of truth and full alignment of data set across the business.
- Data driven and smart algorithm-based sales forecast, integrating multiple data sources from internal and external environments.
- Optimised supply chain flows in both upstream & downstream.
- Fully integrated ICT ecosystem, with both upstream and downstream external business partners outperform business expectations.

Demand Optimisation: More accurate demand forecasting drives more accurate downstream demand plans that boost profitability, satisfy customers and synchronise supply chain partners.

Inventory Optimisation: Manage inventory at customer locations and guarantee a rapid replenishment cycle with supply planning and optimisation.

Supply Optimisation: Leverage the power of multi-echelon inventory optimisation (MEIO) to understand the key drivers of excess inventory and put the right levels of stock at the right places to create the best balance between cost and service.

“

The future is now! It's time to build the foundations for a resilient and scalable business model. At Bondi Sands we were able to create a slick and seamless integrated worldwide network, which leverages Logility's cutting-edge technology to work smarter.”

- Stefano Gambarotto, General Manager Global Operations



04 The Results

By implementing an end-to-end supply chain planning system, they achieved transparent & real-time inventory projection, optimised their inventory policy, made smart supply decisions based on business profitability, and have alignment of their business plan across regions & functions.

37%↓ | **Working Capital**
Days of Inventory was reduced over 8 months.

KEY WINS REALIZED:

Transparent & real-time inventory projection

Optimised inventory policy

Smart supply decisions based on business profitability

Alignment of business plan across regions & functions

Voted a top three vendor for stock on shelf by large retail client

Advice for others embarking on Technology Transformation

- Integrating a new technology or importing clean data isn't the biggest implementation challenge - it's people adapting to technological changes.
- The displacement of cause and effect within advanced planning tools requires more focused change in management efforts.
- Running legacy supply chain tools "in parallel" with the new technology is a safety blanket that does more harm than good.
- Relinquishing control and trusting the technology is difficult for supply chain practitioners accustomed to "in-the-weeds" work.
- The less you rely on the system, the less effective it becomes for you.





Right from the outset, it became abundantly clear that DMS, a Logility Partner, possessed a profound reservoir of expertise and experience in the realm of supply chain planning. DMS masterfully infused this extensive knowledge, accumulated over years of hands-on experience in real-life supply chain scenarios and their continuous adaptation to the latest processes, into the process of ushering in Bondi Sands' technology transformation."

- Stefano Gambarotto, General Manager Global Operations

Technology Transformation 2.0

Bondi Sands is just getting started with their business growth and advancement. With their new technology ecosystem in place, they are moving forward with phase two of implementing Logility to enable even greater insights. During this phase Bondi Sands will use Logility to:

- Elevate system automation.
- Integrate external environment data into planning ecosystem.
- Complete supply chain integration with upstream vendors.
- Increased real-time visibility with Tier-2 suppliers and upstream strategic partnerships.

Ultimately, Bondi Sands will achieve their business growth goals with further market penetration, a larger portfolio, and entry into new countries.



About Demand Management Systems

Demand Management Systems (DMS) is a leading international provider of supply chain solutions, boasting a rich history of more than 35 years dedicated to transforming organisations in both Australia and Asia-Pacific.

Since 1987, DMS has been instrumental in guiding, implementing, and providing ongoing support to a diverse portfolio of more than 350 organizations across Asia-Pacific. Their commitment to delivering best-practice supply chain planning has solidified their reputation as a reliable provider for transforming Demand, Supply, Sales, Operations and Network Design and Optimisation.

Learn more here: <https://demandmgmt.com/>

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About Logility

Logility's Digital Supply Chain Platform delivers prescriptive demand, inventory, manufacturing, and supply plans – helping to provide executives the confidence and control to increase margins and service levels, while delivering sustainable supply chains. Designed for speed and agility, Logility's (SaaS) cloud-based platform provides an innovative blend of artificial intelligence (AI) and predictive analytics to help deliver integrated planning and operations across the end-to-end supply chain. Our engineered approach drives team alignment for over 800 clients in 80 countries with prioritized outcomes that assure demonstrable value. Logility is a wholly-owned subsidiary of American Software, Inc. (NASDAQ: AMSWA).

Learn more at logility.com.

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