



SUCCESS STORY - PEEK & CLOPPENBURG

INTERNATIONAL FASHION RETAILER, **PEEK & CLOPPENBURG**, GAINS ACTIONABLE INSIGHT AND **ENABLES NEXT GENERATION EXECUTION OF OPERATIONS** WITH QUICKBORN CONSULTING

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Success Story:

Peek & Cloppenburg

International fashion retailer, Peek & Cloppenburg, gains actionable insight and enables next generation execution of operations with Quickborn Consulting

Quickborn Consulting works together with Peek & Cloppenburg, an international fashion retail chain with stores in several countries in Western and Central Eastern Europe, implementing Oracle Retail Planning and Optimization solutions and providing support for the applications in production.

Quickborn Consulting was chosen to integrate, configure and support the customer's financial planning solution on the latest version of the RPAS platform with Fusion client, and was driving one of the first Fusion based deployments on the Oracle Retail planning solution. Quickborn Consulting supported the customer in the implementation of the Oracle RPAS (Retail Predictive Application Server) platform and Oracle Merchandise Financial Planning and Retail Demand Forecasting solutions utilizing its business consulting and remote configuration practices.

THE KEY ACHIEVEMENTS OF THE PROJECT:

- Improved performance of merchandise financial planning processes and aligned strategic decisions having one common understanding and view for all business in terms of merchandise targets, limits, suppliers, brands, articles, and assortment.
- Modernized infrastructure and system architecture: the customer's old legacy system was replaced by Oracle RPAS platform running on Linux virtual servers.
- Next generation execution of operations: the new platform supports a Fusion-technology based GUI, a web-browser enabled graphical user interface with state-of-the art Fusion client look and feel for the users - a key decision-driving factor for the business users.
- Automatically generated demand forecast provided to users for the pre-season planning review performed by buyers, providing guidance in the coming season's total demand and curve in the highly volatile fashion market.

Quickborn was also chosen by the client to implement Oracle Retail Assortment Planning solution, and to deliver the latest version of Oracle Retail Size Profile Optimization application together with Oracle, this project being of strategic importance since it is the first implementation of the new version of Oracle Size Profile Optimization world-wide.

Following the Oracle RPAS platform, Oracle Merchandise Financial Planning, Oracle Retail Demand Forecasting, Oracle Retail Assortment Planning, Oracle Retail Size Profile Optimization and several custom planning solution implementation projects, Quickborn continues to support the customer's current applications in place, and in the further refinement and additional planning and optimization developments undertaken by the business.

