



El Corte Inglés

Retail Sector: Department Store, soft and hard goods

Business Need: El Corte Inglés wanted to improve business efficiency and have real-time visibility into the production status of their private label goods across their multiple sourcing offices.

Solution: CBX Cloud Platform implemented as a fully managed solution delivers a comprehensive end-to-end system through ECI's product lifecycle, concept to delivery workflow, that includes - sourcing, order follow-up, critical path management, QA/Testing/Inspection management and booking/shipment tracking modules.

Result: The new solution allowed El Corte Inglés to increase private label revenue and margin through the increased volume and acceleration of their purchase orders, automation of their critical path production and shipment tracking. By synchronizing sourcing and production across buying, sourcing and production operations, ECI has real-time product, production and shipment updates across multiple sourcing offices. With CBX El Corte Inglés sourcing teams received an increase in purchase order volume up to 3 times greater and are also able to uncover issues much earlier in the production and QA/Testing/Inspection process, resulting in the reduction of lead times by up to three weeks.

El Corte Inglés is one of Spain's leading retailers with almost 80 years of experience. Its history is marked by taking the lead, setting trends, fostering change and creating new concepts. El Corte Inglés constantly strengthens its commitment to innovation and technology with new initiatives, partnerships, business lines and services.

As a pioneer in both its varied commercial offer and the services it offers its customers, the company is in constant search and development of new concepts and services. With business expanding across the region, the company wanted to improve their business efficiency and have real-time visibility into the critical path of their private label goods across multiple sourcing offices.



CHALLENGE

A key challenge El Corte Inglés (ECI) faced was the lack of real-time updates into the journey of their private label items across multiple sourcing offices (Shanghai, Hong Kong, Bangladesh, Vietnam, India, and Turkey). That meant their internal teams became very reactive when dealing with production and quality issues faced, which resulted in shipment delays and a low on-time/full rates.

Information on orders, quality assurance, testing, inspection, booking and shipment information was also as shared in a variety of formats ranging from spreadsheets to paper and email depending on sourcing office location.

ECI's merchandising and sourcing divisions required an effective solution to manage private label product PO's, Critical Path Production, QA and Shipments across various sourcing regions. At the same time ECI wanted to align and automate business processes, shorten lead times and bring on-trend products to market ahead of their customer expectations.



SOLUTIONS

El Corte Inglés (ECI) turned to CBX Software to implement the new IT architecture. Hosted in Hong Kong, the CBX Cloud Platform is accessible globally with any web interface. With CBX, ECI is able to quickly receive PO's, manage orders, have visibility into quality assurance, testing, inspection information and take a proactive approach to realized issues or delays much earlier in a products critical path.



RESULT

The CBX Cloud platform was fully implemented and tested for El Corte Inglés and completed on time. CBX provided a centralized location for all overseas private label production information, including order follow-up, quality, testing, inspection, booking and shipment information. Telephone calls, emails, spreadsheets and paper print outs are minimized. As a result ECI operates with real-time updates, has more visibility into production, decreased the manual paperwork, has automated the internal business process across six regional sourcing offices (Shanghai, Hong Kong, Bangladesh, Vietnam, India, and Turkey) and increased their sustainability by cutting the amount of paper print outs. Communication and PO's between buyers, merchandisers and ECI's sourcing offices now occurs much faster and more accurately, shortening the lead times to bring products to market while improving shipment times and tracking. ECI's entire business process around private label became automated and more efficient, accelerating time-to-market with ongoing cost savings achieved throughout the supply chain.



KEY BENEFITS

- Transitioned business operations from reactive to proactive on related product issues.
- Reduced the amount of paper print outs by 50%.
- Reached a 98% on-time and full rate for private label products shipments.
- ECI improves their customer experience by delivering product differentiation to-market faster.
- Improved internal and external communication and collaboration.
- ECI realized gains in private label margins and revenue.

About CBX Software

CBX Software is the world's leading Total Sourcing Management solution provider from concept to delivery – combining people, processes and solutions. CBX helps retailers and brands streamline product development and sourcing all the way through order, production and delivery. Through innovative Sourcing Management, Product Life-cycle Management (PLM), and Production & Order Management technology solutions, CBX empowers the supply chain network by driving collaboration to over 15,000 retail & supplier partners, and 30,000 users in more than 50 countries. For more information, visit www.cbxsoftware.com.



With CBX, El Corte Inglés is able to catch issues much earlier in our production cycle, this results in better control over meeting our buyer's expectations of completed orders with no shipment delays, which ultimately relates to quality products at the lowest prices for our customers.

Sergio Gonzalez,
General Manager,
El Corte Inglés - Shanghai



For more information please visit
www.cbxsoftware.com