Zalando Category Planning

Zalando and bdg are developing a Next Level Merchandise Planning Solution with the BI software Jedox

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About Zalando

Zalando is Europe's leading online fashion platform. The range extends from almost 2,000 world-famous brands to local and fast-fashion brands to self-designed private labels. The Zalando shops are locally tailored to the needs of customers in 15 European markets. The international Zalando shops record about 200 million visits per month.

Initial situation

The classic Excel-based planning process reached its limits with the steady growth of Zalando, Europe's largest online fashion platform. Too time-consuming, prone to error and not very homogenous: the purchasing planning was no longer in line with the dynamic business environment and ran the risk of losing sight of important key factors in a too slow planning process. That should change fundamentally with Jedox.

Project goal

With the introduction of Jedox, a homogenous and highly efficient planning process was to be established for complex pre- and in-season planning. The goal was to integrate data from a wide range of source systems using the Jedox Integrator to merge relevant KPIs from different data sources for a uniform planning process. It should also be possible to provide historical data as a basis for planning to an entirely new extent. The planning process was aimed at a top-down planning of the financial goals in combination with a bottom-up planning on a more detailed level of the product hierarchy. Results of this approach should be to derive qualified guidelines for ranges and to optimise the supply chain and warehousing to eliminate lost sales or reduced profits by closeouts or overstock.

Brief profile of the customer

Customer:	Zalando SE
Region:	Berlin, Germany
Industry:	Retail
Number of users:	around 150 planners
Application:	Merchandise Planning
System-environment:	CentOS Linux

Executive summary

- Tailor-made Jedox solution for the complex merchandise planning at Zalando SE

- Modeling and implementation of various data sources

- Radical reduction of planning time and planning effort

- Strong self-service BI approach, workflow including a clearly defined authorization concept

- Absolutely transparent planning through constant access to all planning figures

> **With Jedox and bdg we have developed a unique solution for our purchasing planning in category management. As a result, we clearly gain in efficiency, speed and accuracy.**
>
> Melanie Adler - Zalando SE / Teamlead Assortment Planning und Controlling

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Procedure and services provided

As a BI solution, Jedox enables the development of an absolutely individual system for planning and reporting, which exactly meets the requirements of the customer with regard to the data to be integrated as well as the desired planning logic and workflows. At the same time, end users can work in the familiar Excel interface or in dynamic online templates. In order to work with Zalando on a BI solution tailored to the company's needs, bdg pursued an intensive coaching approach. It all began with a clear definition of expectations and planning requirements. Together, relevant KPIs were identified and a planning process was developed, which was subsequently verified and optimised before the technical implementation.

From data modelling to implementing the data model

As is typical for an online fashion platform, Zalando collects a variety of data using a variety of tools. From the relevant KPIs and the sketched planning process, a model was developed with which the data from the previous systems should be merged. Subsequently, data integration has been technically implemented on the basis of this model.

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The construction of planning templates and reports

Working with Jedox, Zalando pursued a strong self-service BI approach. For this reason, the intensive involvement of the later key users was central during the project. Thanks to training, the company's project team quickly learned to use the software in an intelligent manner and, with expert advice from bdg, took on the task of developing templates for the planning and development of reports. In order to further simplify planning for individual areas of the company, bdg

developed the option of integrating plan values from Excel files into the procurement planning in Jedox via the classic input of planned figures.

Workflow and user concept

Prior to the start of planning, bdg integrated a detailed workflow including a clearly defined role-user concept. This ensured that each planner could only see and customise the areas that were shared with him or her. In addition, approval processes by supervisors and automatic e-mailing of reports in coordination with Zalando were developed.

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The result

The implementation of Jedox has radically reduced planning time and planning effort. In addition, the quality of the planning has been increased. Through the integration of different data sources and the definition of central KPIs, a homogenization of the planning took place, which made it possible to bring together the different brands, product categories and styles that should be planned across departments. Thanks to the pre-filling of the templates with historical data, planning strategies and experiences of previous years became visible and could serve as orientation. Overall, Zalando achieved a detailed, efficient and transparent purchasing plan with Jedox, which provides constant access to all planning indicators.

About the Jedox tool

Jedox is a powerful self-service BI application that offers a wealth of opportunities for analysis, planning and reporting. It is extremely user-friendly and can be intuitively used after training and familiarisation. The Excel Add-in from Jedox is very advantageous for experienced Excel users because working with the BI software can be done in the familiar environment. In addition, the platform impresses with its high computing power and query speed, even for complex analyses with a high data volume. bdg (formerly 2K Business Intelligence Solutions) has been a Jedox Authorised Partner since 2008, which speaks for our extensive experience and special position in the Jedox Partner Network.

About bdg: Better Planning, Better Reporting, Better Analytics for Better Decisions

bdg is an international business consultancy for Business Intelligence solutions based in Berlin and London. Founded in 2004 as 2K Business Solutions, we are now a long-standing partner of various providers of BI software. Medium-sized companies and large corporations and public organisations are among our satisfied customers. It is our mission to provide up-to-date and relevant data for analysis and reporting purposes essential to your overall business success. That is why we implement flexible planning and reporting solutions in the areas of Finance & Controlling, Marketing & Sales, as well as Procurement and Management; thereby supporting you in the integrated optimisation of your business processes.

We take the concept of a company-wide or partial BI system for you and accompany you during the implementation of the project. We support you both from the technical as well as the technical side, starting with the evaluation of the suitable BI technology, the joint definition of the company-relevant KPI and the complete project implementation.

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