



QVANTUM SUCCESS STORY

A STITCH IN TIME

ONSKINERY GMBH & CO. KG REVOLUTIONIZES ITS SALES PLANNING WITH THE CLOUD-BASED SOLUTION QVANTUM FROM THINKING NETWORKS AG.

PLANNING@ONSKINERY

For big steps you need good footwear including the right socks. This is precisely where ONSKINERY comes into play. The Middle Franconian company is an expert in digital legwear sales, i.e. socks, stockings and more.

With its unique service concept, ONSKINERY offers full service for brands and retailers: from production to marketing. The digital heart beats in the agile system landscape which ONSKINERY uses to enable data-based portfolio management for its customers. The brands include, for example, well-known names such as Mustang, Gabor, S.Oliver, Skechers and Salomon. In addition to the B2B business, the company also sells products to end customers. The mission is “creating Convenience” and the demand for quality is also targeted at all of the company’s own departments.

BENEFITS AT A GLANCE

- Reduction of time required (planning in 1.5 months → 5 days)
- Manual administration of the planning process no longer necessary
- Transparent overview of the status of all planning
- Consistent data at all times
- More time for the technical focus in budgeting
- Automatic data integration for synchronization with ERP & BI

Sales planning at ONSKINERY

Sales planning starts with the premises and targets set by management. Planning is then carried out in decentralized teams on the basis of the top-down specifications using the countercurrent method. The scope of planning at ONSKINERY should not be underestimated: 10,000 customers and stores, segmented by customer group and eight brands, are planned for the various sales channels. All in all, this results in a level of detail of up to 80,000 points of plan data that the account managers and channel managers have to enter.

Sales planning is very essential for ONSKINERY. This is because the business is highly volatile and important business processes for production, such as supply chain management and warehousing, depend on planning. One reason for this are what are referred to as NOS items, products that must always be available (NOS = never out of stock). In order to deliver on this service promise to customers, planning must provide reliable information on current and future product demand.

Starting point of the planning revolution

Sales planning used to be done using Excel workbooks. Christoph Holinski – Manager Projects, Strategy and Transformation at ONSKINERY – describes the challenges involved very clearly: “Our sales planning used to take about one and a half months, from output of the Excel spreadsheets to final planning. The sheer administrative effort required for the planning process was immense. Emails went missing, manually merging data was tedious and error-prone.” To leave these obstacles behind, ONSKINERY embarked on a new path with the cloud solution QVANTUM without playing catch with Excel.

The path to the digital planning process

The goal was clear: Sales planning should reflect the company motto of “creating convenience”. Above all, this meant reducing planning time, enabling a process overview, and establishing reliable and automated data integration. The decision was quickly made in favor of the QVANTUM software solution from Thinking Networks. Since QVANTUM is a native cloud application, the uncomplicated connection to the data warehouse in particular could be realized quickly and even on premises. The new solution went live after just a few working days.



Christoph Holinski

Manager Projects, Strategy and Transformation
at ONSKINERY GmbH & Co. KG

“Our management and head of sales are thrilled that all of the managers in the company can always see the plan data in real time. This means that if there are any unusual outliers or trend developments, we can look at the current status together and enter into a joint technical discussion. This has created a new level of transparency that allows us to react much faster to business risks and opportunities.”

A new planning reality

The integration of QVANTUM went smoothly and also impressed users. Holinski presented the new planning tool in a one-hour meeting. The few questions asked by his colleagues related exclusively to the content of planning. There was no need for user training at all, and the result of the new planning process speaks for itself: “We have revolutionized our sales planning with QVANTUM,” explains Mr. Holinski, clearly satisfied. “Our planners now only need a login for browser access.

Data consolidation runs fully automatically at the same time. Just as an example, if we start on a Wednesday, the planning results are already available on the following Monday. We are now much more flexible in controlling with QVANTUM and focus entirely on the technical budget process.”

Increased speed & transparency

ONSKINERY is now not only able to plan more frequently during the year, but ad-hoc planning is also possible thanks to the improved speed and significantly reduced manual effort. In practical terms, this means that a planning update, for example for sales at the customer level, can be initiated at any time. In addition to extra planning agility, the transparency gained in planning is an important added value for management and head of sales (see also quote box on the left). The results include stable delivery capability and even more efficient production processes.

The next step

Sales planning is already fully mapped with QVANTUM, but Excel is still being used for other planning areas at the moment. After the successful technological innovation in sales planning, ONSKINERY is planning to gradually expand the use of QVANTUM to the other areas of planning, such as for cost and procurement planning.

QVANTUM in a nutshell

QVANTUM is a solution by Thinking Networks AG, which is headquartered in Aachen, Germany. Since 2018, QVANTUM has stood for innovative, digital and agile corporate planning with its software-as-a-service. Using a cloud-based solution, QVANTUM replaces manual and ineffective planning processes. With QVANTUM, companies take their operational planning and related processes to the next level and ensure high and continuous value creation.



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Real-time planning enables them to fully realize their business potential and actively exploit competitive advantages and opportunities. QVANTUM corporate planning is in use at German and international organizations, including SALOMON FoodWorld, ONSKINERY and Babor. QVANTUM is the ideal corporate planning solution for organizations of any industry and size.

More information about QVANTUM at:

getquantum.com

Listen to the interview about the success story in our BOBBIcast podcast format

quantum-plan.de/onskinery-interview



Have any questions? Get in touch with me.

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