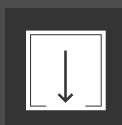


Ellery Homestyles Case Study 2 | 2024

Private & Confidential



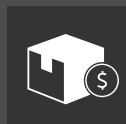
CASE STUDY HOME FURNISHINGS



The Problem

The Ellery Homestyles demand planning process initially operated on spreadsheets. While the system worked for the team early on, it quickly became an issue as the company grew. One of the biggest challenges was accurately relaying information between the sales and demand planning teams.

Without the proper insight, sales members found it difficult to quickly determine which items were in stock and which products had low inventory.



Creating Value

The lack of clear communication created a bottleneck in the organization, ultimately resulting in lost sales. To help address this issue, Ellery Homestyles turned to Avercast for support.

With the implementation of Avercast software, sales members could access the inventory portal to view real-time data for each SKU. The ability to retrieve live information made it easier for the team to converse with current and potential customers.



Driving Next

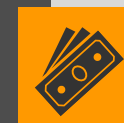
Ultimately, adding the new subjective inventory view helped foster a change in how sales and demand planning interacted. Instead of focusing on their individual goals, they were able to shift focus and work towards accomplishing the business's overall goals



Raving Fan

"There's no better team than the one at Avercast. They want to see your business grow and are passionate about helping your organization reach its goals in a way that I haven't seen from other solution providers. Avercast has walked side by side with us as a trusted partner and helped us navigate the challenges of a growing company."

— Molly Puckett, Vice President of Demand Management & Operations



29% Reduction

in excess stock at brick-and-mortar stores



12% Decrease

in total and excess inventory across e-commerce sites



Thank You!