

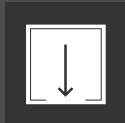


Ooly Case Study 2 | **2024**

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## CASE STUDY ART SUPPLIES

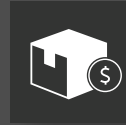


### The Problem

Excel spreadsheets can perform well in certain situations but can be extremely difficult to manage when SKU catalogs grow. OOLY experienced the same challenge when it started expanding its operations.

Initially, each person involved in the inventory management process would have their catalog, where they would make notes about product trends. Then, during inventory meetings, everyone would take turns running through each SKU and providing their thoughts on its demand level.

The company was losing selling opportunities from stockouts, so the OOLY leadership team invested in Avercast to improve demand forecasting through connected data.



### Creating Value

The demand planning team immediately saw the benefit of a data-driven forecasting tool. Shortly after implementation, the Avercast software provided key insights that allowed the company to better flex inventory to match the growing customer demand.

As a result, the number of out-of-stock products fell, and many of the customer service issues related to backorders disappeared.



### Raving Fan

“Before Avercast, we’d be getting a delivery in, sell it through, and be out of stock. Our image in the marketplace had become “the company that’s always on backorder.” Within a year of implementing the Avercast system, we corrected our image and almost nearly eliminated costly stockouts and optimized inventory turn.”

— Matt Peters, VP of Operations



### Driving Next

Now that OOLY has been using Avercast for several years, the organization has been able to identify upcoming shifts in demand ahead of time and plan its inventory management to match customers' needs.



## 280+ Algorithms

Used to Decrease Stockouts



**Thank You!**