



CASE STUDY 2022

OVERVIEW

DAVIDsTEA is the largest Canadian-based CPG company selling specialty tea and tea accessories online and through retail channels. DAVIDsTEA offers specialty branded loose-leaf teas, pre-packaged teas, tea sachets, tea-related accessories and gifts through its e-commerce platform and Amazon Marketplace.

Its wholesale customers include over 3,500 grocery stores and pharmacies, and the company also has a network of 18 company-owned retail stores across Canada. DAVIDsTEA required inventory efficiency across multiple sales channels and more accurate inventory planning to maximize revenue.

DAVIDsTEA

DAVIDsTEA Engages ketteQ to Consolidate E-Commerce Operations, Integrate Inventory Planning

CHALLENGE

DAVIDsTEA was using a combination of spreadsheet-based and largely manual inventory planning processes, making it difficult to respond quickly to business changes, or predict demand for hundreds of products. The company's manual S&OP process also left the company with limited ability to analyze multiple business scenarios.

Retail and e-commerce businesses often face difficulty forecasting demand across multiple SKUs, especially seasonal products. Inaccurate data, warehouse inefficiency, inconsistent tracking, limited visibility, and supply chain disruptions can throw off planning and leave companies either in short supply of in-demand products or faced with product obsolescence and excess inventory.

About 65 percent of **DAVIDsTEA's** business comes from new seasonal products that are introduced every year. **DAVIDsTEA** was searching for a way to consolidate onto a single digital platform aligning their ERP, e-commerce operations, and supply chain planning to take advantage of the benefits of having a unified and integrated system to sharpen demand analysis and increase revenue.

DAVIDsTEA was searching for a way to consolidate onto a single digital platform to unify and sharpen demand analysis and increase revenue.



“Our partnership with Rootstock and Salesforce delivered a great end-to-end solution for DAVIDsTEA, said Mike Landry, CEO of ketteQ.

“We are thankful to be a part of such a critical transformation for this leader in specialty Tea, with such an omnichannel presence and global brand.”

RESULT

Improved planner productivity and better-informed business decisions, resulting in better product availability and higher revenues and profits.



SOLUTION

Built on Salesforce and AWS, ketteQ offered an ideal solution to automate and integrate demand and inventory planning into one system.

ketteQ was able to deploy channel-specific demand planning, incorporating the effects of product promotions, while addressing inventory pooling and allocation to reduce overall inventory and enhance fill rates. ketteQ's cloud-based software solution was able to provide one version of the truth to forecast product demand and plan inventory to maximize revenue and profitability while minimizing product obsolescence.

The deployment highlighted **ketteQ's** ability to solve planning problems for customers operating in an omnichannel environment. Inventory planning for omnichannel businesses comes with its own challenges, requiring reservation and allocation of inventory to different channels and individual stores. ketteQ can seamlessly offer integrated demand, inventory, and supply planning solutions for effective management of the S&OP process.

ketteQ's demand planning and forecasting solutions also enable SKU-level “what-if” analysis capability that can be modeled for different business conditions and help determine the best course of action for individual SKUs.

To learn more about our products and services, visit us
ketteq.com/contact.

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