

Case Study:



Industry:
Retail, lingerie



Headquarters:
Mexico City, Los Angeles, Guatem

DilTEX Brands' diversified product line includes underwear, control garments, casual wear, sportswear, shoes, cosmetics, and accessories. With more than 70 years of experience in the lingerie market, today DilTEX Brands is an industry leader in Mexico and Central America, with a portfolio of highly recognized brands such as Ilusión®, Fiorentina®, Vanity Fair® Intimate Brands (joint venture), and David's Bridal®. Known for its operational capacity and world-class manufacturing, DilTEX Brands vertically integrated themselves in 8 plants around Mexico and has a solid distribution capacity, serving around 265 of their own stores, 3,000+ retail stores, and 120,000+ catalog vendors. They have a highly trained sales force of more than 7,000 employees throughout Mexico, the United States, Guatemala, and El Salvador.



63%

reduction in surplus inventory



22%

improvement in availability of fashion models

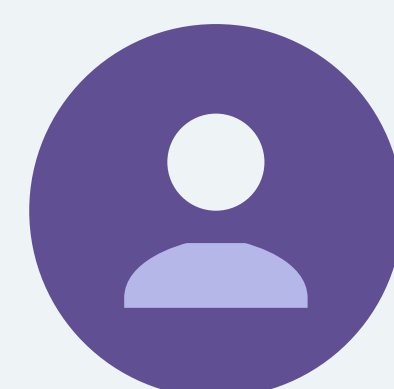


18%

reduction in inventory volume



"The implementation of Onebeat allowed us to free up working capital resources that are being used for investments in growth projects".



Jorge A. Orozco Pozos
Planning and Supply Chain Director at DilTEX Brands

— Key Challenges

The fashion market is immersed in a changing environment that results in frequent shortages and surpluses in retail stores – Diltex Brands is no exception to this. While it already had an in-house replenishment system, it sought to evolve and create a solution that would:

- Simplify the limited and complex calculation process
- Redistribute excesses and improve availability
- Optimize the execution time
- Adapt more quickly to changes in demand

Inventory levels in stores were not efficiently or effectively monitored, leaving lots of room for inaccuracies that needed to be minimized.

✓ The Solution

Onebeat's Adaptive Inventory Management solution in action.

To optimize its inventory, Diltex Brands began the implementation of Onebeat's Adaptive Inventory Management solution. With this solution, they were able to:

- Follow demand trends and use short-term predictions at an SKU-location level to adjust SKU inventory targets daily
- Prioritize available stock in the distribution center and accurately allocate it to the right stores
- Identify surplus inventory in stores and balance it with missing sizes across other stores through inter-store transfers

These processes were stabilized and automated, with a dashboard implemented to show KPIs and track progress.

Results

Once Onebeat's solution was implemented, Diltex Brand's team experienced immediate measurable results. The entire operation became simpler and easier to control. Within just 6 months of operation, Onebeat achieved impressive results:

Surplus inventory in stores was reduced **by 63%**

Inventory volume in stores reduced by **18%** in only 4 months of operation, without affecting the high availability of basic models

The availability of fashion models increased by **22%**



Additionally, the Diltex team also experienced an improvement in internal efficiency. The time dedicated to the calculation and the daily variation of SKUs sent for replenishment was considerably reduced, which had a favorable impact on the operation of WH and stores.

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Discover what our innovative platform can do for your business with end-to-end planning and execution.

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