

KaDeWe

**IMPROVED COLLABORATION,
MORE TRANSPARENCY AND
STREAMLINED PROCESSES FOR
THE LUXURY DEPARTMENT STORES**



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CHALLENGES

The main challenge was managing large assortments with multiple products and brands; the Berlin location lists close to 400,000 individual products. The KaDeWe Group operates three retail concepts in each location, adding a layer of complexity. These factors made it challenging to analyse retail performance, optimize inventory and establish sales and buying targets.

The KaDeWe Group has multiple teams involved in the planning processes, and strategic sales targets are defined jointly by the merchandising and buying teams. The existing method made the process time consuming, inconsistent and data errors could happen. The KaDeWe Group needed to streamline processes.

CHALLENGES

- + Large assortment
- + 3 retail business models co-existing – own stock, concessions and pure rented space
- + Multiple users & spreadsheets

“ WITH THE NEW CENTRIC PLANNING SOLUTION, BUYING AND MERCHANDISING TEAMS CAN WORK MORE COLLABORATIVELY AND ARE SAVING TIME BECAUSE MANUAL DATA ENTRY HAS BEEN ELIMINATED. BEING ABLE TO CREATE ‘WHAT-IF’ SCENARIOS EMPOWERS TEAMS TO MAKE STRATEGIC DECISIONS FASTER AND ACHIEVE SALES AND MARGIN TARGETS. ”

— Julia Lehmann, Senior Head of Merchandise Management at The KaDeWe Group

WHY CENTRIC PLANNING

After considering various software providers, The KaDeWe Group selected Centric’s Planning solution. Centric’s expertise in the multicategory retail sector, track record of customer success and experience helping retail customers solve issues like The KaDeWe Group’s made them the perfect fit. The easy to use, modern and intuitive interface was a benefit as The KaDeWe Group needed fast and widespread adoption. The KaDeWe Group also needed an agile digital transformation partner who could advise on their unique business challenges.



SOLUTION SCOPE

Centric's Planning solution has been implemented to streamline strategic and merchandise financial planning processes. These include sales and margin calculations, sales planning, buying planning and stock projections. The solution integrates all three business models and provides detailed data for every aspect of the business.

SOLUTION & SCOPE

- + Sales & margin calculations
- + Sales planning
- + Buying planning
- + Stock projections

BENEFITS

Moving from excel files management to one integrated planning system has generated great improvements:

- ✓ Automated data preparation and consolidation for the merch plan saves great time.
- ✓ A 'single version of the truth' improves transparency across all aspects of the business.
- ✓ Real-time visibility into the plan vs budget.
- ✓ Real-time reporting and status updates enable quick decision-making.
- ✓ Streamlined buying process and new ability to plan by season and month independently.
- ✓ Greater visibility leads to more detailed and accurate stock projections.
- ✓ Teams can create multiple 'what if' scenarios to drive strategic and agile decision-making.

DISCOVER OUR
PLANNING SOLUTION ON
WWW.CENTRICSOFTWARE.COM





The KaDeWe Group (www.kadewe.de)

The KaDeWe Group unites 3 large historic luxury department stores located in Berlin, Hamburg and Munich. KaDeWe in Berlin, founded in 1907, is the second biggest department store in Europe, with its 60,000 square meters and more than 50.000 visitors every day (pre-Covid).

All three stores offer a curated and high-end portfolio of fashion, beauty, luxury products and accessories for women, men, and children but also home decoration and food. Many prestigious international and local brands are represented there that makes the place so iconic and unique for any shopping experience. The owners, Central Group and Signa, have the goal to become the leader in the premium department stores segment in Europe and two new more department stores for The KaDeWe Group will open in Dusseldorf (opening fall 2023) and Vienna (opening fall 2024).

ABOUT CENTRIC (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software® provides a Product Concept to Consumer Digital Transformation Platform for fashion, retail, footwear, luxury, outdoor, consumer electronics and consumer goods including cosmetics and personal care and food and beverage. Centric's flagship Product Lifecycle Management (PLM) platform, Centric PLM™, delivers enterprise-class merchandise planning, product development, sourcing, quality and product portfolio optimization innovations specifically for fast-moving consumer industries. Centric Visual Innovation Platform (Centric Visual Boards) offers highly visual digital board experiences for collaboration and decision-making. Centric Planning is an innovative, cloud-native solution powered by Retail S.R.L., that delivers an end-to-end retail planning process designed to maximize retail business performance. Centric Software pioneered mobility, introducing the first mobile apps for PLM, and is widely known for connectivity to dozens of other enterprise systems including ERP, DAM, PIM, e-com, planning and more as well as creative tools such as Adobe® Illustrator and a host of 3D CAD connectors. Centric's innovations are 100% market-driven with the highest user adoption rate and fastest time to value in the industry. All Centric innovations shorten time to market, boost product innovation and reduce costs.

Centric Software is majority-owned by Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

Centric Software has received multiple industry awards and recognition, including being named by Red Herring to its Top 100 Global list in 2013, 2015 and 2016. Centric also received various excellence awards from Frost & Sullivan in 2012, 2016, 2018, 2021 and 2022.

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