

beeline Achieves Global Success Thanks to Efficient Planning

beeline was struggling to complete their planning processes due to their complex nature. With the aid of Prophix partner, Flatten IT Consulting, beeline was able to completely redesign their processes from the ground up in Prophix. Today, beeline employees benefit from an easy-to-use planning and finance solution.

The Challenge

Prior to Prophix, beeline's planning solution had reached its limits and required time-consuming manual data entry that had a high susceptibility to errors. beeline sought out a more accurate planning solution that would also include additional financial metrics.

Why Prophix?

beeline chose Prophix because it was an attractively priced solution with a user-friendly interface. Flatten IT Consulting was also confident that they could accommodate beeline's short implementation timeline, which contributed to Prophix's appeal.

beeline is one of the largest international suppliers of fashion jewelry and accessories. With its brands SIX, I AM, TOSH, and other labels, the Cologne-based company's products are sold in over 60 countries worldwide.

Operating: Since 1990

Website: www.beeline-group.com

Employees: 4,800

ERP: SAP



Prophix Customer Story

The Solution

At the start of implementation, Flatten IT Consulting analyzed and optimized beeline's seasonal planning processes. This newly developed planning process was then modeled in Prophix.

beeline can calculate a plan proposal that can be reviewed and adjusted based on certain parameters (e.g. sales rate).

This process also considers variables that may influence the outcome of the plan (e.g. World Cup Soccer), as well as any new store openings or closings. At

the foundation of this process are four metrics that serve as the main drivers including sales, returns, stock loss, and shipments to the point of sale ("intake").

beeline can also use Prophix to analyze actuals from previous time periods and incorporate data collected from other departments, giving them full visibility into their business' finances.

Employees at beeline now benefit from increased transparency and process reliability, which supports the success of their Office of Finance and their company as a whole.



About Prophix

Your business is evolving. And the way you plan and report on your business should evolve too. Prophix helps mid-market companies achieve their goals more successfully with innovative, cloud-based Corporate Performance Management (CPM) software. With Prophix, finance leaders improve profitability and minimize risk by automating budgeting, forecasting and reporting and puts the focus back on what matters most – uncovering business opportunities. Prophix supports your future with AI innovation that flexes to meet your strategic realities, today and tomorrow. Over 1,500 global companies rely on Prophix to transform the way they work.



www.prophix.com

Head Office

350 Burnhamthorpe Road W,
Suite 1000 • Mississauga, Ontario
Canada • L5B 3J1

+1 (905) 279 8711
info@prophix.com

Additional Offices

USA: +1 (800) 387 5915
UK: +44 (0) 118 900 1900
Europe: +45 7023 2375
DACH Region: +49 69 509 565 605
Brazil (Rio de Janeiro): +55 21 3094 3900
Brazil (São Paulo): +55 11 3583 1678