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Auchan Chooses TXT

Auchan, the €35 billion French retailer with 1,115 supermarkets throughout the world, has turned to supply-chain software vendor TXT e-solutions to help manage the increasingly complex planning and merchandising activities within its textile divisions.

Over the past 45 years, the Auchan Group has grown continuously, especially in France, where it now has over 120 hypermarkets. Auchan's Apparel Purchase Centre, in France, decided last year that it needed help with redefining targeted ranges and adapting more quickly to changes in demand for its womenswear, menswear, childrenswear, babywear, shoes and childcare divisions.

As a result, the retailer opted for an integrated range of TXT's demand-planning software, so that it has a reliable and reactive forecasting system in place, capable of adjusting the product offering at any time.

Auchan will use TXTDemand to assist with planning purchases, managing assortments and replenishing stores, by

analysing sales data to determine the right product in the right quantity at the right time. To help with the sourcing and purchasing of merchandise with a number of internal and external suppliers, Auchan has chosen TXT's product lifecycle management (PLM) and collaborative solutions, TXTProduct and TXTChain, in order to plan collections, manage product technical data, collaboratively source and manage offers.

TXDrive will give the retailer more analytical power, so that it can easily gauge its supply chain performance, using specially created on-screen 'dashboards' and 'key performance indicators.' And to give the retailer the ability to see what selected items will actually look like when displayed in stores before buying or allocating them, a VISUAL RETAILING tool for merchandising has also been integrated into the TXT software suite.

"We expect an increase in turnover on apparel in our hypermarkets from using TXT's software, as well as more control over our

margins," says Daniel Malouf, at Auchan. "Stock rotations in stores will be speeded-up and we look forward to the possibility of being able to make lots of users work in a 'collabo-

native' way."

Auchan says it will concentrate first on the womenswear segment, and then possibly extend the use of the system to other activities.



Visual Store