



PROFILE

A Bamboo Rose Case Study

DIY Retail Superstore

COMPANY

A DIY retail superstore with revenues over \$80B

INDUSTRY

DIY, Home Improvement Retail

CHALLENGES

- ▶ Need to simplify global sourcing and communication with suppliers
- ▶ Reduce the time, expense and space associated with samples
- ▶ Existing PLM was complicated and too time consuming

SOLUTION:

- ▶ Bamboo Rose Marketplace

RESULTS:

- ▶ Greater productivity and Higher margins
- ▶ Reduced sampling by 85%
- ▶ Cut time to market by 6 weeks
- ▶ Easier communication with suppliers
- ▶ Able to view more products, resulting in better selection

This DIY retail superstore boasts more than 2,000 stores across the country with over \$80B in annual revenues. Few can imagine the herculean effort required to stock the store, not just with day-to-day items, but also rotating seasonal items like holiday décor and patio furniture. The key to success is having thousands of suppliers, both U.S. and abroad, who provide the company with private label and branded goods for customers to browse.

THE CHALLENGE

The situation that wasn't working

To help manage this massive supplier community, the company needed a robust software platform that could enable communication and collaboration both internally and externally – within the existing design and merchandising team first and then with its overseas suppliers. The goal was to get higher quality products to market more quickly and ease the burden of working with their suppliers.

Initially, the team tried to accomplish this goal using another PLM platform, but the product fell short of expectations in a few ways:

Didn't allow for external collaboration with suppliers

No collaboration during the design phase

Long hours required to populate the platform

These issues came to a head when the product line was being developed. The company worked with 40 suppliers to bring 100 of the best products to stores, but the suite of product designs for consideration was astronomical; for example, suppliers in the outdoor furniture range had more than 5,000 options for just one chaise lounge model. Each option had to be manually input into the competing PLM system, and each entry required additional information to be entered into the system – meaning a lot of manpower was wasted.

THE SOLUTION →

During the pilot phase,
they added to
Bamboo Rose marketplace

200
STORE
MEMBERS



2,000
SUPPLIER
MEMBERS

AND THOSE NUMBERS
CONTINUE TO GROW!

WHAT WE OFFER:

Intelligent, Cloud PLM

B2B Marketplaces

Digital Sourcing

Global Trade Management

Order Management

Sales Management

Finance & Logistics

THE SOLUTION

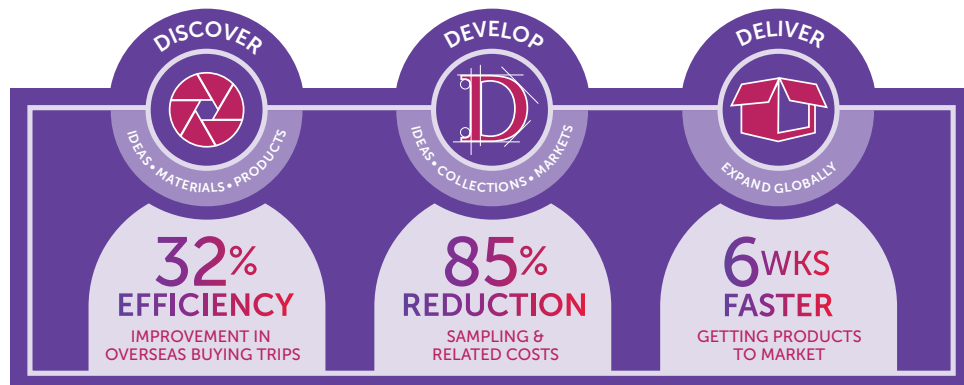
Bamboo Rose
Marketplace

The team ultimately switched to Bamboo Rose, and the difference was immediate. With Bamboo Rose, the company and its suppliers could:

- Collaborate early in the design phase bringing inspiration to the process.
- Upload and share thousands of items in minutes
- Identify the best designs and trends quickly
- Provide visibility into the trends that were chosen for each season
- Greatly reduce miscommunication between the company and suppliers

THE BAMBOO ROSE MARKETPLACE DIFFERENCE

The company saw significant savings in several areas: The company reduced its need for sampling by 85 percent. The lower sample amount meant less space was needed for storage, and the savings derived were reinvested in online marketing efforts. The time it took to get the orders awarded to suppliers was reduced by 6 weeks.



The virtual showrooms also translated into time savings; because the company could award supplier contracts six weeks earlier than the previous year, the company saw substantial savings in associated efforts, such as artwork, testing and shipment – all of which were expedited the previous year due to a short timeframe. Ultimately, Bamboo Rose gave the company runway to make their seasonal purchases and reduce the time, expense and stress associated with sourcing the product line.

About Bamboo Rose

Bamboo Rose provides a product innovation platform that connects the B2B retail community & enables them to discover, develop & deliver innovative products to customers. Our collaborative B2B marketplace, which is powered by proven trade engines, is an intelligent product lifecycle management (PLM), sourcing, order & P2P platform that helps retailers discover great products virtually, develop them faster & deliver products to global markets more efficiently & at higher margins.