



Beaumex profile

Beaumex is Ireland's leading distributor in the Home Entertainment Market distributing high volume core entertainment products such as CD's, DVD's, games / consoles and accessories. They are agents for the leading labels and studios, and are partners with household brands including Apple and Philips. Beaumex are also solution providers with the key multiples, music stores and independent retailers.



EXECUTIVE SUMMARY

Client Profile

- Ireland's no. 1 distributor in music and home entertainment.

Challenge

- Manual processing of purchase orders was inadequate and FMCG market demanded a real-time stock replenishment solution.

Solution

- Automated continuous stock replenishment nationwide on a 24/7 basis.

Key Benefits

- Stock turnaround reduced from days to minutes.
- Profits protected by avoiding under stocking and shrinkage.

Background

The Home Entertainment Industry is one of the fastest moving and competitive markets and Beaumex recognised the need for a continuous replenishment solution that would instantly monitor and measure sell through trending information on a 24/7 basis.

This would empower Beaumex to both maximise and optimise stock levels and deliver on the Key Performance Measures that are crucial in maintaining sustainable and long term profitable growth for the company and its trading partners.

Challenge

Beaumex had built a very strong business over the previous 18 years. Its systems however were predominantly manual and this was compounded by the fact that the business could involve managing up to 6,000 different lines at any one time. Each one of these lines needed to be monitored, measured and replaced if required on a daily basis. The management team recognised the need for automated systems at every level and for every department, that would react in seconds to maximise every possible opportunity for itself and its customers. It needed to link purchasing, selling and finance together with marketing and merchandising in a real time environment.

“Beaumex were keen to partner with a full service provider that understood all our needs. Celtrino delivered an automated solution with the built in intelligence to meet our business needs.”

- David Moloney, Beaumex IT Director

Solution

Beaumex commissioned Celtrino to develop an advanced solution that reflected the requirements of leading retailers to completely automate stock replenishment on a nationwide basis. Celtrino delivered a continuous replenishment solution that restocked all key customer entertainment lines per movement of stocked items against active rate of sale on a permanent 24/7 basis. The project was developed and deployed within budget and on time. Beaumex and its customers were able to maximize their own levels of customer service by avoiding under stocking and shrinkage, and at the same time they were able to reduce the costs of carrying excess stock.

Key benefits

By deploying Celtrino's Continuous Replenishment Solution, Beaumex has realised **three key benefits**:

1. By automating the purchase order capture, stock turnaround was reduced from days to minutes.
2. Avoided under stocking and shrinkage by having complete visibility of stock levels.
3. No investment in hardware or software and the Celtrino solution was 100% compatible with Beaumex's ERP system.



Celtrino

Celtrino specialises in business process and supply chain document automation solutions. With over 20 years of successful trading under our belt, Celtrino has consistently delivered outstanding business value to a customer base of over 600 companies of all sizes, from sole traders to multinationals.

As a pioneer in the provision of outsourced managed EDI services, Celtrino has long championed and delivered innovative reliable and feature rich on-demand supply chain solutions via the cloud.

Celtrino Platform

The Celtrino supply chain automation platform is purposely designed to scale to meet the huge volumes of inter-company B2B commercial transactions whilst providing the highest level of performance, reliability and business continuity through a fully redundant and secure architecture. The Celtrino B2B platform enables a suite of touchless services to be delivered via Software-as-a-Service (SaaS) which offer a dramatically faster implementation process.



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