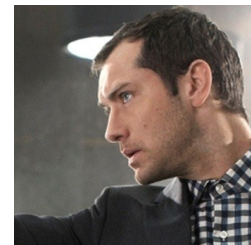


DB Consulting led and advised this luxury fashion retailer in the appointment of a third-party ERP solution vendor, providing consultancy during the pitch process and project management to deliver the project.



Background

Alfred Dunhill sells luxury menswear, leather goods and accessories to retail operations, franchises and wholesalers globally. British based, it is part of the Richemont Fashion and Accessories group, and caters to the needs of the discerning man, from formal and casual menswear, to handcrafted leather goods through to fine men's jewellery. Dunhill is an international business with complex logistics systems to support multiple routes to market.

Business Issue

In 2009 Richemont embarked on a process of reviewing all of its IT systems with a view to ensuring appropriate support for the future needs of all its brands, Alfred Dunhill, Chloé, Cartier, Mont Blanc, et al. The first brand to be addressed was Alfred Dunhill.

Alfred Dunhill's ageing systems were fragmented, globally diverse, and required replacement. Alfred Dunhill sought a vendor able to provide an integrated ERP system to handle back office processing, customised merchandising and assortment planning, business intelligence & reporting, and CRM.

The Challenge

To lead and advise Dunhill in the process of engaging a third-party vendor to design and develop these new systems, to provide a business analyst to support the pitch process and a project manager to facilitate the ongoing relationship between the vendor and internal IT personnel once the project began.

Solution

DB Consulting were engaged to lead and advise Alfred Dunhill in the process of selecting and engaging a third party ERP vendor.

To ensure that the correct ERP vendor was chosen, DB Consulting provided an experienced retail business analyst who worked closely with Alfred Dunhill's IT team and business users to define the detailed requirements for the new system.

We then managed the 'beauty parade', facilitating vendor demos, reference site visits, vendor Q&A, procurement and contract processes.

After the successful vendor had been engaged, DB Consulting also provided an experienced ERP project manager who acted as Alfred Dunhill's IT project representative, responsible for day-to-day running and financial control of the project, coordination of vendor activities through the installation, configuration, testing and deployment phases, delivery of progress reports to key stakeholders within Alfred Dunhill, and management of issue and risks.

Results

The new integrated IT system has facilitated a radical simplification of business processes within a standardized global approach, delivering significant cost and resource savings, increased efficiency and lower stock holding.

It also supports expansion plans for Alfred Dunhill, designed to generate growth within existing European and far Eastern markets and in new territories.

DB Consulting

DB Consulting works with ambitious, forward-thinking companies aiming to achieve strategic business objectives through the deployment of modern Information Systems.

We design, build and support software for companies operating in a wide range of industries, using technology products from Microsoft, Oracle, IBM and other leading software vendors.

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