PRIMA SOLUTIONS From Aptean

WOLSEY

WOLSEY'S BUSINESS SYSTEMS LEAD THE WAY FOR INTERNATIONAL EXPANSION

Wolsey is one of Britain's most established and successful heritage brands and is widely regarded as Britain's oldest clothing brand. Since 1755, the Wolsey name has stood for quality and innovation in manufacturing and design; popular amongst sportsmen, polar explorers and members of the British royal family alike (the business holds a Royal Warrant for its services to the Royal household!).

Wolsey has maintained its strength in British heritage and since the mid-18th Century, it's base has been in the manufacturing city of Leicester where it still proudly resides. Today, alongside the re-launching of the Wolsey brand together with the acquisition of it's Scandinavian distributor, the business is set for further success both nationally and internationally.

AIMING HIGH

Wolsey's aim is simple: "We want Wolsey to be sold 'In the best stores in the world.'" For a business that always aims for the best, Wolsey's acquisition of it's Scandinavian distributor could have been problematic when incorporating the business processes from Wolsey to Scandinavia and vice versa. However, the entire process was made extremely simple with full support from Prima Solutions as Wolsey's IT partner.

THE PRIMA SOLUTION

To enable the Scandinavian side of the business to fully link with Wolsey UK, we implemented our PrimaNet Order Management application to manage all crucial processes within the business such as sales order processing, purchase order processing, stock control, allocation and despatch. PrimaNet's ability to link these processes fully and directly to Wolsey UK through the use of back to back inter-company processing means that Wolsey can rest assured that the solution is successfully linked together and totally integrated.

The next step in Wolsey's plan was to implement PrimaNet's Retail Management module to provide full visibility of orders and stock figures in real time and across all channels. The retail back office and replenishment system supports Wolsey's new stores and shares common data with other channels such as customer details, product information, pricing and promotions and stock availability (including availability to sell). It also allows Wolsey to understand more about its customers and their buying patterns across all channels, which in turn will allow the business to better service their preferences and needs.

"Our goal was to find a totally integrated, enterprise wide solution to support the business into the 21st Century. The PrimaNet solution is specifically designed for the clothing industry and from the outset we could see that it would do exactly what it said on the tin.

We had no hesitation with implementing PrimaNet to Wolsey Scandinavia. The product is perfect for our business and it's flexibility has been important as we continue to grow and evolve. With the knowledge, expertise and experience that the Prima team bring, we knew this project would be relatively simple. They still really listen to what it is that we want and then work collaboratively with us to make it happen quickly and smoothly. Wolsey would not be where it is today without that partnership and it is a decision that the business is very glad it made!"

MANAGING DIRECTOR AT WOLSEY

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