

## GRENSON TAKES A STEP IN THE RIGHT DIRECTION

### THE GOOD SHOE

With a rich history dating back to 1866, Grenson celebrated its 150th anniversary in 2016 and has seen some significant changes in that time. With a huge emphasis on strong, high quality shoes, Grenson ran one of the first factories in the World to use the Goodyear Welted method of shoemaking which involves over 200 individual operations, taking up to 8 weeks to make a pair of shoes.

Their first store opened in London in 2008, followed by a new e-commerce website in 2010 which has recently been updated. Grenson also launched their first ever overseas store in New York in 2016, making this a really exciting period for the business. Combined with the highest quality wholesale distribution in the world with stockists including Harrods and Selfridges, Grenson has come a long way since William Green founded the business by making shoes in the loft of a Northamptonshire Corn Merchants!

### FORWARD THINKING

Always evolving and now with several retail stores, a long-standing wholesale division and a rapidly growing online channel, Grenson identified the need to establish a modern ERP system to facilitate their multi-channel business processes and provide a future growth platform.

The company had many different systems that weren't integrated, choosing to replace this with a single, unified system to support the business moving forwards, bringing together all departments and ultimately improving the customer service experience.

Following a detailed selection process, Grenson chose to invest in our specialist **PrimaNet** system to underpin their extensive growth plans, for our specialist expertise across the footwear industry and proven partnership approach to working with each unique customer.



“We chose to work with Prima Solutions because their experience in the footwear sector is extensive and they really understand the operational requirements of a business like ours. They really took the time to understand our business needs and worked closely with the team to achieve our goals and forge long-lasting relationships.”

**JOHN DEVERILL**  
MANAGING DIRECTOR AT GRENSON

### PROJECT OBJECTIVES

- ▶ To have an integrated and centralised database facilitating real-time data access
- ▶ Create efficient and effective business processes supported by a modern IT system
- ▶ Improved reporting capability
- ▶ Deliver improved customer service
- ▶ Support business growth

## THE PRIMA SOLUTION

Grenson went live with PrimaNet in June 2015, and a strong working relationship has developed between the two companies. Tailored to their multi-channel business with retail, wholesale and mail order channels, their solution includes:

### The Platform for Future Growth

► **PrimaNet Order Management** sits at the heart of Grenson's business-wide solution and is specifically designed to deliver efficient and effective process management across sales, purchasing and stock control, encompassing a wide range of industry-specific features.

► Acting as a central source of customer data, the **Customer Services** module is key for order progression, providing the right information at the right time so that Grenson can always provide an exceptional service.

► Tracking of wholesale orders is also much easier, to provide quick and meaningful feedback to clients, to meet their high expectations in terms of service and availability.

### Streamlined Communications

► **Product Development** is the central store for all design and development activities for shoes and accessories made in the UK and overseas, to streamline communications right through from idea to reality.

► With unrivalled flexibility, this module accurately captures the inspired creativity within Grenson products, to produce range sheets for every season with ease.

► Specification sheets include all relevant product data covering the entire production process, acting as a factory production ticket for high quality products every time.

### Powerful Information

► With complete integration, Grenson now has access to detailed **management reports**, including their weekly KPI report which provides sales and stock level information from across the business. As a result, the team at Grenson is now making informed strategic and operational decisions.

► PrimaNet provides one version of the truth across the whole business, so Grenson can provide a superb service to their customers by ensuring the right products are in the right place at the right time.

### Punctual Production

► Implemented in Grenson's Rushden factory, **PrimaNet Production** is fully integrated and provides a slick production process for quick and easy order progression and analysis.

► Increasing visibility throughout the production process, the system allows Grenson to be flexible in the management of their production facility and fulfil demand in good time - perfect for their many unique orders!

### Revitalized Retailing

► With four UK stores, one New York store and a growing global footprint, the PrimaNet Retail solution provides the ability to streamline store replenishment processes, so that Grenson can monitor and manage stock proactively. As a result, this ensures the perfect balance using ideal stock level data, for satisfied customers every time.

► Moreover, less cash is tied up in stock, so the company has more funds to develop and grow further!

### Worldwide Shoe Shop

► As PrimaNet is integrated in real-time to the Grenson **e-commerce** website, mail order sales are picked, packed and dispatched much more quickly.

► Reflecting accurate stock levels, prices and promotions, the website provides Grenson customers with the excellent service they expect as standard.

## TAKE A STEP BACK

The PrimaNet implementation has seen us work closely with the team at Grenson to not only fulfil the project objectives, but bring also a range of additional advantages as the business sees continuing success.

As a highly functional, adaptable and easy-to-use software solution, PrimaNet has simplified the processes at Grenson for huge efficiencies throughout. With the ability to make well-informed decisions and offer exceptional customer service, Grenson can now focus on their ambitious growth plans with PrimaNet providing the ultimate platform for future growth.

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