

# DEVRED

## CUSTOMER STORY



Established in 1902, the fashion specialist Devred operates a website and 332 stores, mainly in France, but also in Belgium, Luxembourg, Switzerland, Algeria, Morocco, the island of Mauritius and French Reunion Island. The brand relies daily on 3 logistics sites, 2 of which specialize in mass storage and a third in daily replenishment of sales outlets. 7,000 items are managed here, and 650,000 cartons are shipped.

## TARGETS

- 01 Modernize the logistics tool and gain flexibility
- 02 Maintain a consistent level of service and quality across all stores
- 03 Internalize e-logistics

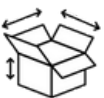
## WHY SAVOYE?

- A modular solution that integrates WMS, TMS, and OMS into a single application, all in SaaS mode
- Comprehensive features that simplify the transportation billing process

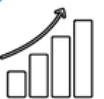
## RESULTS



**IMPROVED INVENTORY STRUCTURING**



**AUTONOMY OVER ALL CONFIGURATIONS**



**ENHANCED TRACEABILITY AND PRODUCTIVITY ANALYSIS**



**Julien DELPECH**

Director of flow and demand planning

ODATiO stood out in several areas: its user-friendliness, accessibility, and high adaptability. Its ability to manage products and incorporate numerous criteria related to textile terminology, lifespan, seasons, etc., has allowed us to structure our inventory.

Every year, the company sells 8 million items. “The stock rotation rates of our stores are very different from one store to another, depending on the level of annual sales. The challenge is to be able to serve them all at an equivalent level of quality throughout the year”, explains Julien Delpech, Devred’s Director of Flow and Supply Planning.



DEVRED, THE MENSWEAR RETAILER, IS POSITIONING ITS PRODUCTS AT THE HEART OF ITS LOGISTICS REORGANIZATION, WITH THE SUPPORT OF SAVOYE.

Ahead of this, Devred coordinates the delivery of 600 containers and 150 semi-trailers annually. Nearly 75% of its goods are imported, with the remainder from near-import sources (Europe, Turkey, Maghreb). Warehousing sites conduct quality checks and input products into the WMS. Daily inter-site transfers supply the distribution site in Amiens. Devred sought to modernize logistics and integrate click-and-collect orders, replacing its historical WMS for greater agility: “Our processes were based on habit, we lacked flexibility and were faced with document management issues,” explains Julien Delpech.

With EY adameo consulting, Devred launched a WMS call for tenders and chose SAVOYE’s ODATiO modular solution, combining WMS, TMS, and OMS in a SaaS mode. “We were also impressed by the integration of carrier document management and the embedded decision-making aspect. We’ll be able to make continuous improvements and check our productivity, which we couldn’t do before. Finally, we hadn’t any TMS. This will enable us to go a step further and manage and simplify our invoicing processes,” explains Julien Delpech. The project started in summer 2022 and became operational in early 2024.

The ODATiO WMS now integrates stock receiving, quality control, stock allocation, inter-site management, order fulfillment, and shipment. “One of ODATiO’s strengths was its ability to process the product and integrate numerous criteria linked to textile terms, lifetime, seasons... This has enabled us to structure our stock. We can also make assorted packages, partial shipments, order grouping... We are now independent in terms of all our parameter settings, which means we can adapt filling quotas according to product type. On a TMS point of view, we now handle the pre-invoicing of our carriers,” explains Julien Delpech. By September 2024, Devred plans to complete in-house management of its e-logistics, thanks to ODATiO’s functionalities.