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Case study:
Araco

ARACO

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Araco International is a fast-growing wholesaler of promotional items, selling everything from caps to sunglasses.

With its main printing facility in Enschede (the Netherlands), Araco also has a printing and embroidery plant in Cluj (Romania) and a printing and clothing workshop in Ştefan Vodă (Moldova). With this network, Araco can offer flexibility, fast service, and short delivery times of custom-made products.

The challenge

Araco had used Microsoft Dynamics NAV for many years with satisfactory results. However, when the team started looking into improving its inventory management strategy, it faced challenges.

"We always put our customers first and ensure competitive prices with excellent service. In order to keep service levels high and reduce our stock, we needed better insights into our inventory. With many seasonal items and long delivery times for semi-finished products that come mainly from Asia, this was not possible with our existing processes," says Erwin van der Wouden, Supply Chain Manager at Araco.

Dynamics NAV's standard solution couldn't support Araco's requirements due to its lack of inventory optimisation and demand forecasting functionality. That's where EazyStock came into the picture.

The results

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Araco contacted EazyStock's Dutch partner SucceedIT.

"SucceedIT have a standard connector that provides a seamless integration with EazyStock", explains Erwin van der Wouden. *"They worked directly with us and understood what our wishes were. It turned out that EazyStock offered exactly what we were looking for."*

EazyStock reduces the complexity of stock optimisation with a user-friendly tool for demand forecasting, stock management, and purchasing. It helps reduce stock and further improve service levels, allowing Araco to grow both at home and internationally.

"The combination of EazyStock and Dynamics Nav gives us much better insights into our seasonal lines. For example, we can easily see how annual volumes are affected by trends in demand patterns. The KPI dashboard informs us about stock value, turnover rates, and service index.

"Six months after implementation, we've already achieved a 12% inventory reduction, and we expect that within a year, we'll achieve a reduction of 25-30%. This gives us a great ROI; already, within three months, the implementation costs have been fully recovered."

Erwin van der Wouden
Supply Chain Manager

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Find out more

To find out how EazyStock can help your business, get in touch.

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