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Case study:
HL Display

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HL Display is a global supplier of merchandising products and solutions with a mission to improve the retail shopping experience globally.

The company provides a wide range of products for in-store communication, and their solutions are installed in over 295,000 retail outlets in more than 70 countries worldwide. Their portfolio includes everything from price tag displays and digital screens to merchandising solutions, lighting and impulse displays.

The challenge

When HL Display reviewed their purchasing and inventory management processes, they realised they were spending far too many hours on manual tasks, such as checking and modifying inventory policies.

Despite their best efforts, they also had high inventory levels and wanted to improve their service levels further.

"We always aim to be on top of our game, and we pay close attention to retail and consumer behaviour trends. In order to be agile enough to respond quickly to market dynamics, we needed to improve our processes.

"At this point, we started to look for a solution to help us manage our inventory. A tool that would help us reduce the time and effort put into stock control and lower our inventory levels – without compromising on excellent service levels,"
Stephane Carrivain, Logistics Manager at HL Display.

The solution

The solution

HL Display were looking for a software solution that would easily connect with their ERP (Jeeves) and EazyStock seemed the perfect fit.

"Our expectations of EazyStock were high. We not only expected to decrease our inventory and increase our service levels, but we also hoped to reduce our time spent on administrative tasks," said Stephane.

"The implementation process went smoothly, and we were very happy with the professional support from our dedicated EazyStock Customer Success Manager, as well as the Jeeves team".

The results

HL Display began to see their investment pay off around six months after implementation.

"Thanks to EazyStock, we have reduced our inventory levels and simplified our processes. We've also been able to improve the efficiency of the purchasing team, freeing up their time to focus on other projects and tasks."

When the Covid-19 pandemic hit, HL Display's business was significantly impacted. For example, demand for hygiene solutions and till point screens saw a dramatic spike. EazyStock helped HL Display to adapt quickly to the new market conditions. By flagging critical items, the logistics team could generate more accurate demand forecasts and ensure they had the right products in stock.

As marketplaces remain unpredictable, EazyStock has helped HL Display lay the foundations to stay agile in their operations and continuously evolve their processes and business.

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Do you want to reduce your inventory and automate purchasing?

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