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Case study:
Blinkfyrar

BLINKFYRAR
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Blinkfyrar

Blinkfyrar supplies road safety and traffic management equipment to private businesses and contractors, as well as to the government and local councils.

Founded in 1960, Blinkfyrar is Sweden's market leader for road signs, traffic closure materials, and road safety equipment. The head office is located in Staffanstorp, and it has seven warehouses and branches in Stockholm and Sundsvall.

The challenge

Blinkfyrar has experienced a fast growth rate in recent years and has ambitious plans to continue to grow and develop its market position with good profitability. Much has been invested in innovation and broadening their product offerings.

To ensure controlled expansion, it was necessary to improve their warehouse operations and streamline their procurement and order management processes.

Mattias Mäkelä is a strategic buyer at Blinkfyrar:

"Previously, our reordering was based on instinct, and we didn't really take actual demand or consumption into consideration. Although we spent several hours a week keeping track of suppliers and ensuring customers got their orders on time, we still felt we didn't have enough control over these processes."

Evaluating the functionality of Microsoft Dynamics NAV

Blinkfyrar began by examining the existing capabilities of their enterprise resource planning (ERP) system, Microsoft Dynamics NAV, and implemented its functionality for producing order proposals. While this resulted in a clear improvement, it soon became apparent that the order proposals were not based on correct data because the system does not calculate replenishment parameters, such as reorder points or safety stock levels.

"We were trying to manually calculate reordering parameters for each of our product groups. This didn't work because the number of SKUs we were managing was constantly increasing. We soon realised that we needed a more powerful ordering system."

The solution

Blinkfyrar evaluated several tools before deciding to integrate EazyStock with Dynamics NAV in 2016. Orango, suppliers of business-related IT and partners to EazyStock, implemented the system quickly and smoothly.

All seven warehouses were bought on board during the initial project. The whole integration process took around two months and has been live since January 2017.

"In order to maintain the right stock levels, we needed to know what demand looked like over time, which we soon realised we could do with EazyStock."

The results

Blinkfyrar have continued to grow and with the help of EazyStock have increased their sales, without increasing their inventory value. In addition, the business has benefitted from simplifying their order management processes.

Simon Welander is a buyer at Blinkfyrar:

"The tool is very easy to use. I come in at 8 am and always start my day by placing my orders in EazyStock. I then go and have breakfast, and by the time I'm back at my desk, the proposals have populated in NAV, and I can email them over to my suppliers."

Simon goes on to explain how EazyStock offers a more professional ordering process and helps remove the risk of human error:

"As soon as I approve an order, it disappears, and my colleague, who may also be in the system, cannot place the same order. The risk of double orders and other human errors is minimised. All the hours I now save I can devote to improving relationships with our suppliers, simplifying processes and ensuring that our customers remain satisfied."

"We have embarked on a new strategic journey where we want to increase sales, profitability and market share. An important piece of the puzzle is EazyStock. If we use the system to its optimal capabilities, we'll have the right products in the right warehouses without having to spend so much time and energy on order management.

"We see EazyStock as an important part of our purchasing strategy and hope to further reduce our inventory levels in the future."

Mattias Mäkelä
Strategic Buyer

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