



## Case study: VBH (GB)



# VBH (GB)

VBH (GB) is the UK subsidiary of the VBH Group, which operates in over 20 countries.

Since 1982, VBH (GB) has supplied hardware and ancillaries to manufacturers and installers of windows and doors. With its three sites in Gillingham, Swansea, and East Kilbride, VBH (GB) serves customers across the UK and Northern Ireland.

greenteQ is VBH (GB)'s own strong hardware brand.

The greenteQ logo is centered within a large, white, organic, cloud-like shape that has a subtle grey drop shadow. The word "greenteQ" is written in a sans-serif font, with "greente" in grey and "Q" in green. The background of the entire slide is a dark teal color.

greenteQ



## The challenge

**Logistics Manager Karl Thompson and the VBH (GB) team managed almost 14,000 SKUs using their ERP system, Microsoft Dynamics NAV, alongside a forecasting tool. However, they still struggled with manual processes that consumed valuable time.**

Slow forecasting software and inaccurate algorithms left the team with a significant manual workload. The software's ABC analysis breakdown failed to indicate which items to order, forcing the team to sift through thousands of items rather than just the ones that actually required ordering. This made the process unnecessarily time-consuming and laborious.

Karl recognised the need for a more efficient system that could:



### **Save time**

Stock reviews took a week, leaving little time for value-adding activities.



### **Improve On-Time, In-Full (OTIF) consistency**

Fluctuations in OTIF rates, with some months at 95% and others at 87%, highlighted the need for more accurate forecasting to ensure they could consistently satisfy customer orders.



### **Reduce stockholding**

Better demand forecasting and understanding of stock would enable VBH (GB) to reduce buffer stock and overall stock levels, making stock reviews easier.

**The solution**



## The solution

**After researching inventory optimisation tools, Karl found EazyStock to be the most accurate and suitable solution.**

The team at VBH's subsidiary in the Netherlands had already experienced the benefits of using EazyStock, and its ready-made connector for Microsoft Dynamics NAV made it an easy choice.

The results



# The results

The combination of EazyStock's implementation and the team's effort has been a game-changer for VBH (GB). Let's break down their impressive results:

70%

## Time saved to use for more strategic decisions

VBH (GB) have reduced stock reviews from a week to just a day and a half. Karl notes, "Spending less time looking at what to order allows us to be more proactive rather than reactive."

98%

## Consistent OTIF

OTIF has consistently been 98% for over a year, with a record-breaking 99% in June 2024.

£1.5m

## Stock reduction

By improving stocking policies and identifying fast- and slow-moving items, VBH (GB) has reduced its stockholding by £1.5m, enabling more frequent and efficient product reviews.

These results have also led to outstanding customer service. VBH's biggest customer remarked, *"The service you're providing has made a big difference to us."* Positive feedback like this is a valuable motivator for the purchasing team.

## EasyStock features for success

### Stocking policies

VBH (GB)'s dedicated customer success manager, Cristina Bennett, worked with Karl and the team to set up stocking policies based on the value of annual usage and pick frequency of items.

Being able to view the entire portfolio has simplified Karl's daily tasks, with the recommended order screen bringing significant benefits. *"I've set it up so I review specific portfolios on certain days using a saved view. The recommended order screen tells me the 50 items I need to review. So, instead of going through 6,000 items, I press a button and review those 50."*

With more accurate demand forecasts, the team now trusts EasyStock's recommended order volumes. This has freed up time and resources to add value and save money in areas they haven't previously considered.

### Item alerts

Item alerts have been instrumental in identifying and improving cross-department communications and operations. The alerts help identify items seeing demand above forecasted levels, enabling proactive adjustments and better customer service.

As Karl explains, item alerts also make it easier to deal with spikes in real time, rather than waiting until the end of the month. *"If there's a spike three days into the month and we've already sold what we would sell in a month, we can now respond, which has helped us improve our OTIF. If we waited until the end of the month to see that data, we'd lose sales."*

Karl also appreciates the control provided by the risk of run-out report. *“Where we may have enough on order, but it might be coming in too late, the risk of run-out report allows us to contact suppliers to improve delivery dates or look at different shipment options to speed up delivery.”*

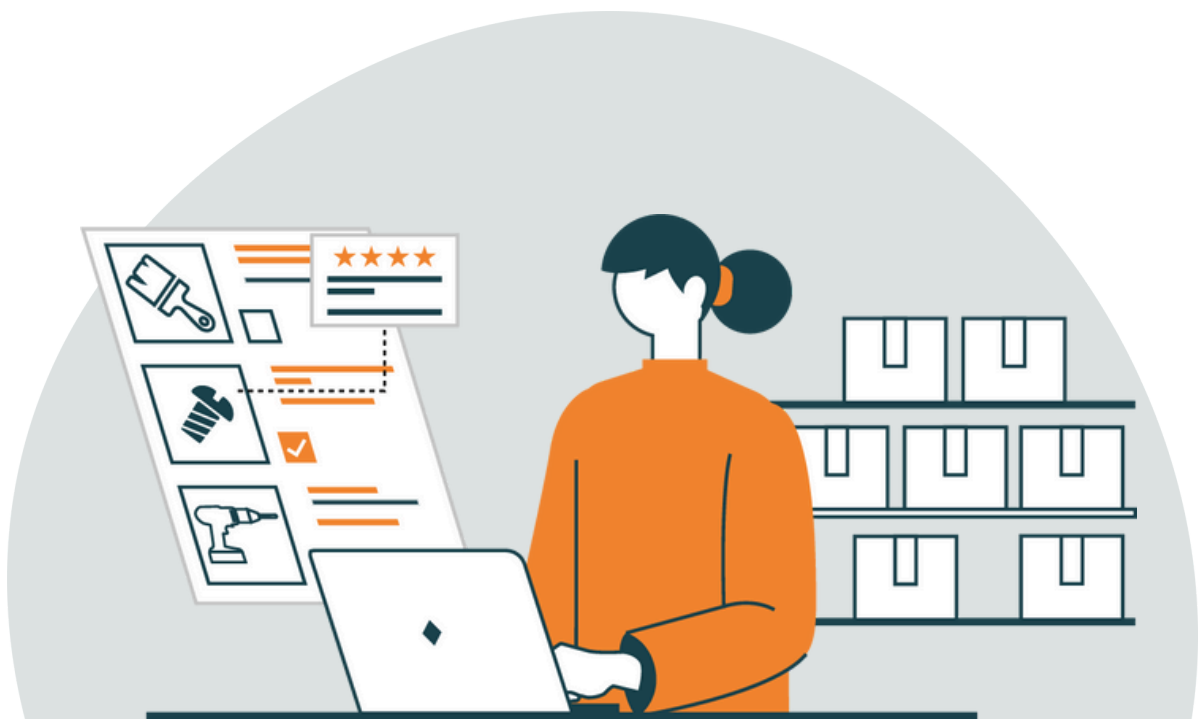
## Seasonality

VBH (GB) faces seasonal demand variations, particularly around school holidays. Demand can also reach 50% more in September, October, and November than for the rest of the year.

*“EazyStock’s seasonality prepares us for the increases.”, explains Karl. “Even though it looks a bit scary at first to order those quantities, when you drill into the detail, you can see the consistent numbers over the years, so we can trust EazyStock.”*

When Karl first started using EazyStock, he questioned Cristina about its recommendations. Cristina would clarify the reasoning behind each suggestion and show the supporting data.

Now, Karl trusts the system’s insights, noting, *“Recommendations are based on logic and reason, so we know it’s not a random outlier. This speeds things up because we don’t have to question everything. It is just a case of ‘Oh, EazyStock says that, let’s do it.’”*





**"I can't ever see us returning to the way it was. It was so time-consuming that since we've moved to EazyStock, we've taken on more responsibilities in the department. There's no way we could have done that before. With all of EazyStock's benefits, why would we want to change back?"**

**Karl Thompson**  
Logistics Manager



## Calendars

VBH (GB) finds the calendars particularly useful for managing shut-down periods like Chinese New Year. ***"We enter the shut-down dates, and EazyStock calculates recommended orders and increases buffer stocks without manual calculations, saving even more time."***

Additionally, they've incorporated extra days into their order calendar to mitigate issues like the Red Sea delays. Karl adds, ***"This improves our buffer stocks and has the knock-on effect of making my life easier."***

## Order fill-up

The order fill-up feature has helped VBH (GB) optimise shipping by meeting minimum order quantities and filling shipping containers efficiently. Karl explains, ***"Rather than adding just any products, we can bring forward items that we might not need immediately but will in the coming months. That saves us money, reducing the need for air freight and container surcharges."***



## Implementation and ongoing support

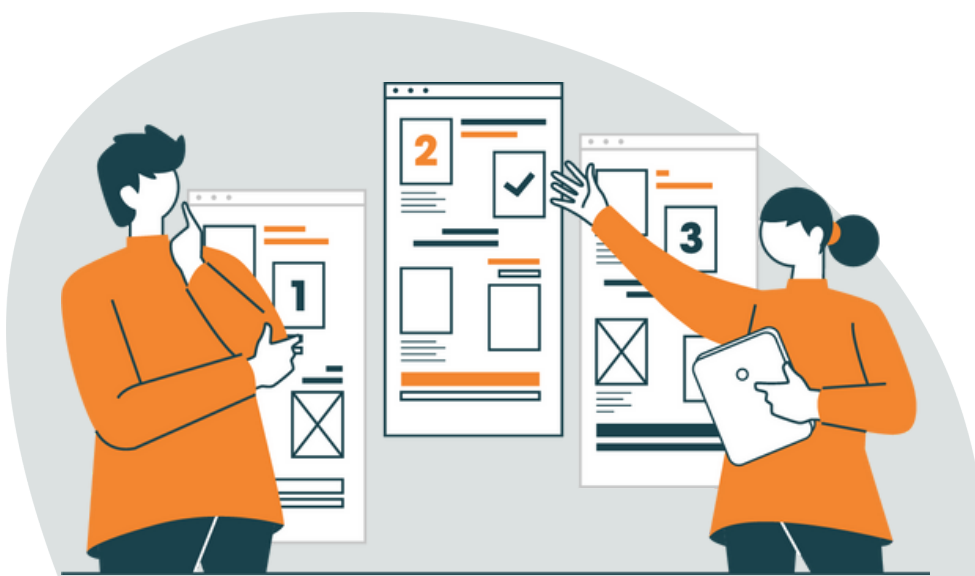
Karl praises the implementation process, describing it as ***“so, so easy. EazyStock made everything so simple.”*** He also commends Cristina, saying, ***“Cristina was amazing. She offered a lot of support and was available for every question, even the silly ones.”***

Karl found the training well-structured and well-paced, balancing theory with hands-on practice, making it easy for the team to follow and implement.

Even after the initial setup, the team benefits from quarterly check-ins with Cristina to ensure they maximise the system’s capabilities and address any further training needs.

***“The training was customised to meet the team's needs, incorporating a blend of onsite and online sessions along with workshops. As new users were introduced to the system, the training materials were adjusted to ensure everyone could quickly and effectively get up to speed.***

***“As always, we provide as many or as few sessions as required, with the primary goal being that everyone can confidently and comfortably use the system to its fullest potential. VBH (GB) has now reached a point where they operate completely independently, though we continue to meet periodically to discuss progress and implement small improvements to further streamline their processes.”***



# A final word from Karl

Reflecting on the transition to EazyStock, Karl says, ***"I can't ever see us returning to the way it was. It was so time-consuming that since we've moved to EazyStock, we've taken on more responsibilities in the department. There's no way we could have done that before. With all of EazyStock's benefits, why would we want to change back?"***

For companies considering EazyStock, Karl's advice is simple: "Do it. When you're stuck doing things a certain way, you can't see how time-consuming or inefficient it is. You're constantly firefighting.

***"You want to be adding value, thinking more logically and methodically about what you're doing rather than spending time agonising over order quantities and demand spikes. It's a lot easier to look through recommended orders and then get on with things that help improve the company."***

If you're ready to follow Karl's advice, speak to our team to learn how EazyStock can make your life...easy.





# Find out more

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

[Book a demo](#)