Case study:
HeadBrands

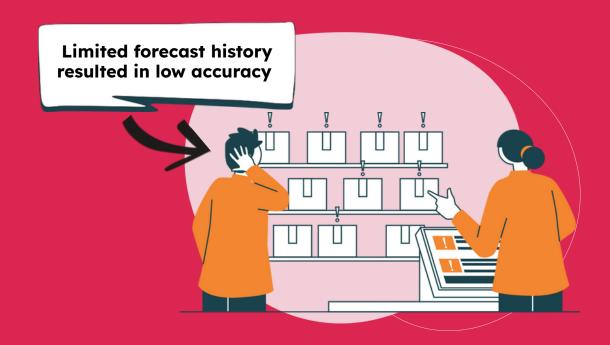HEADBRANDS
By creators – for creators

HeadBrands

From an idea to a Nordic market leader. In just over a decade, HeadBrands has grown to become one of the largest hairdressing wholesalers in the Nordic region with around 100 employees. The company's head office and central warehouse are in Lund, Sweden, and operates across Sweden, Norway, Denmark, and Finland.

With over 10,000 items from more than 130 brands and a strong eCommerce platform, HeadBrands is an obvious partner for thousands of hairdressers and retailers across the Nordics.

Primarily aimed at professional hair salons, HeadBrands also serves retail partners, grocery stores, pharmacies, and other eCommerce channels.

On-demand and tailored purchases place high demands on availability and delivery reliability. HeadBrands needed better data to drive decision-making and optimize purchasing to increase profitability and meet customer expectations for fast, accurate deliveries.

The challenge

Before HeadBrands implemented EazyStock, they combined business tools to generate recommended orders using limited data. The recommendations did not consider seasonal variations, nor historical or upcoming promotions.

Basing forecasts solely on the last 30 days of sales data often led to incorrect purchase proposals and over- or under-ordering. For example, despite declining demand after a campaign, the system could continue to suggest large order quantities. During seasonal changes, the system didn't have time to adjust to increased demand, resulting in purchase proposals that were too small. The limited analysis period made predicting real needs and correct order quantities difficult.

Purchasing manager Emmy Welander, who has been with HeadBrands for 10 years, confirms the challenges.

"The miscalculations of the previous system were a big challenge, as we couldn't look at seasonal variations or consider campaigns. This led to us often ordering too much, particularly after a campaign or during peak and low seasons."
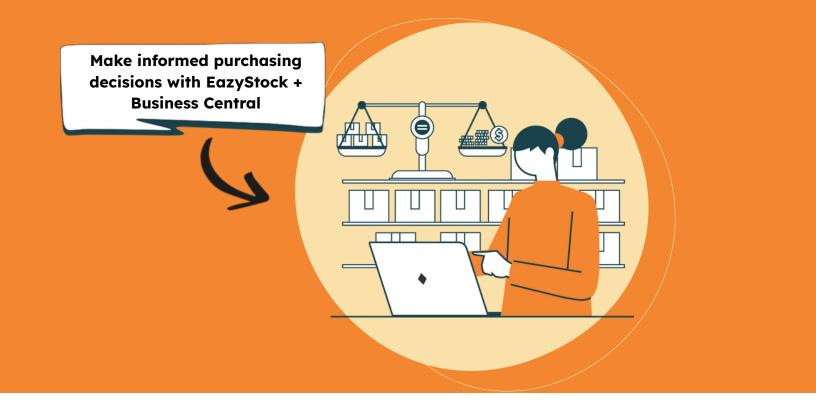
As the system couldn't adjust expected demand based on past patterns or planned activities, or recalculate appropriate order quantities, some purchasing decisions were based on gut instinct rather than facts.

Using a system that lacked precision meant buyers would order more stock than necessary 'just in case'. Forecasts ignored data and became person-dependent, making transferring knowledge to new employees difficult.

When HeadBrands switched to Microsoft Navision, they persevered with old working methods. However, when it was time to move to the cloud version of Microsoft Business Central, it was clear that HeadBrands needed more reliable, data-driven, and automated support for purchasing and inventory planning. Their partner, Fellowmind, suggested an alternative – EazyStock.

EazyStock enables better decision-making. Rather than relying on gut instinct, purchasing decisions are driven by more data, freeing up time to support the company's growth and HeadBrands' future work.

Make informed purchasing decisions with EazyStock + Business Central

The solution

Fellowmind connected HeadBrands with EazyStock as the company updated several systems and functions simultaneously. User-friendliness was critical when choosing a solution to avoid overloading staff with training and complex systems.

From the first meeting, EazyStock felt like the right choice, and Jörgen Wagendahl, HeadBrands' dedicated EazyStock Customer Success Manager, configured and adapted the system to HeadBrands' needs. After working with a complicated and unreliable system, EazyStock was a revelation. It was intuitive, visual, and easy to understand, and provided access to multiple relevant and easily accessible reports.

Previously, HeadBrands had relied on generic BI tools that weren't tailored for inventory management. As EazyStock is explicitly designed for inventory, the purchasing team had a wealth of information at their fingertips. They could quickly generate reports and analyses, such as Risk of Run-Out reports to identify items with low inventory levels that needed immediate orders, and Excess Stock reports to reduce excess inventory levels.

Instead of getting stuck in time-consuming manual work, the data-driven team could work proactively and focus on ordering the right products. Recommended orders and safety stock levels give the team complete control of their inventory.

1

Reliable decision support:
- **A data-driven and automated system for purchasing and inventory planning.**

2

Support for growth:
- **A tool that handles a wide product range and rapidly changing needs.**

3

Time for strategy:
- **Reduced administration to free up time for more strategic purchasing work.**

The result

Since EazyStock's introduction, HeadBrands has gained new opportunities and uses data to drive purchases and track KPIs. For example, they now monitor the inventory turnover rate monthly, aiming to increase from seven to eight turnovers per year.

"EazyStock has helped us a lot. We can now follow our KPIs in a new, clear way for the entire team. It is easy for everyone to produce figures for our follow-up meetings – it gives a completely different overview and structure to the work," says Emmy Welander.

Another clear improvement is reducing excess inventory, a particular challenge for a hair wholesaler where fashions change rapidly. The ability to segment suppliers and adapt the purchasing strategy based on, for example, service level or safety stock has been crucial, especially for HeadBrands' own brands.

Emmy Welander explains: *"For our own brands, where we are the Nordic distributor, it is extra important not to risk shortage situations. A big advantage of EazyStock is that we can easily adapt purchasing behavior and KPIs at the supplier level, which allows us to work more proactively and strategically with our suppliers."*

HeadBrands has also started working with KPIs such as days of supply to share more relevant decision-making information, internally and with suppliers. Instead of just talking about the number of items in stock, the numbers show how many days of demand the stock actually covers. This has helped buyers secure the right products in the right quantity at the right time.

EazyStock has created increased control, better decision-making, and a more proactive way of working for the purchasing team.

With a key factor for purchasing EazyStock being user-friendliness, the ease of onboarding has also been successful for HeadBrands.

"I could hire someone now, and they could start using EazyStock immediately. It's so user-friendly and easy to onboard new staff," says Emmy Welander.

The close collaboration with Jörgen ensured he could answer questions during the initial set-up. Thanks to EazyStock's ready-made Microsoft Business Central connector and Fellowmind's support, Emmy also experienced a smooth technical implementation.

"The integration worked very smoothly, and the implementation was easy, which is shown in buyers using EazyStock more than previous systems. The personal support has also been invaluable and helped us feel safe and confident in our work."

Another appreciated aspect was the ability to grow with EazyStock – whether adding a new warehouse or customizing reports to meet new business needs.

"What I like about EazyStock is that it's not a completely locked-down system. Needs can change, and it's reassuring to know that we have a flexible system that can grow with us."

HeadBrands has deepened its collaboration with EazyStock, joining EazyStock's product team feedback group. This shows how much they believe in EazyStock and ensuring it continues to meet their needs and the needs of other businesses struggling with their inventory.

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Find out more

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

Book a demo