



Case study:
Sweef

Sweef®

Sweef

Sweef Furniture is a fast-growing player in the furniture industry that has challenged traditional business models with its fully digital sales strategy.

The company was founded in 2011 with the vision of selling quality furniture at competitive prices without intermediaries, external retailers or physical stores. The name "Sweef" stands for Swedish e-furniture and reflects the company's digital core.

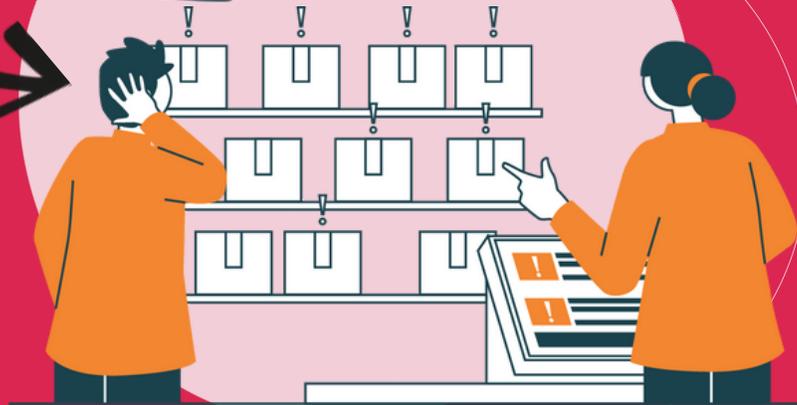
At launch, the range consisted of only two sofa beds; however, the business model quickly proved to be successful. With a clear focus on selected products, efficient logistics and low overheads, Sweef has grown organically and established itself internationally with a presence in Norway and Germany.

When interest in home furnishings skyrocketed during the pandemic, so did Sweef's growth. Today, the range includes everything from sofas and armchairs to furnishings, fabrics, and now even pajamas. Despite the expansion, the sofas, with their many combination options and choice of materials, remain the company's signature.

Behind the smooth customer experience is a well-oiled inventory flow and proactive purchasing planning.



From manual to more data-driven purchasing process



Challenge

When Sweef switched its business system to Microsoft Business Central (BC), the team struggled to gain a clear overview of sales, inventory levels, and future needs, resulting in a bottleneck in their daily work.

As most of the range is made to order, purchasing was mainly handled manually – a model that requires careful and exact planning. At the same time, the proportion of stocked items increased, which placed even higher demands on a more proactive and data-driven purchasing process.

Better decision-making and smoother workflow

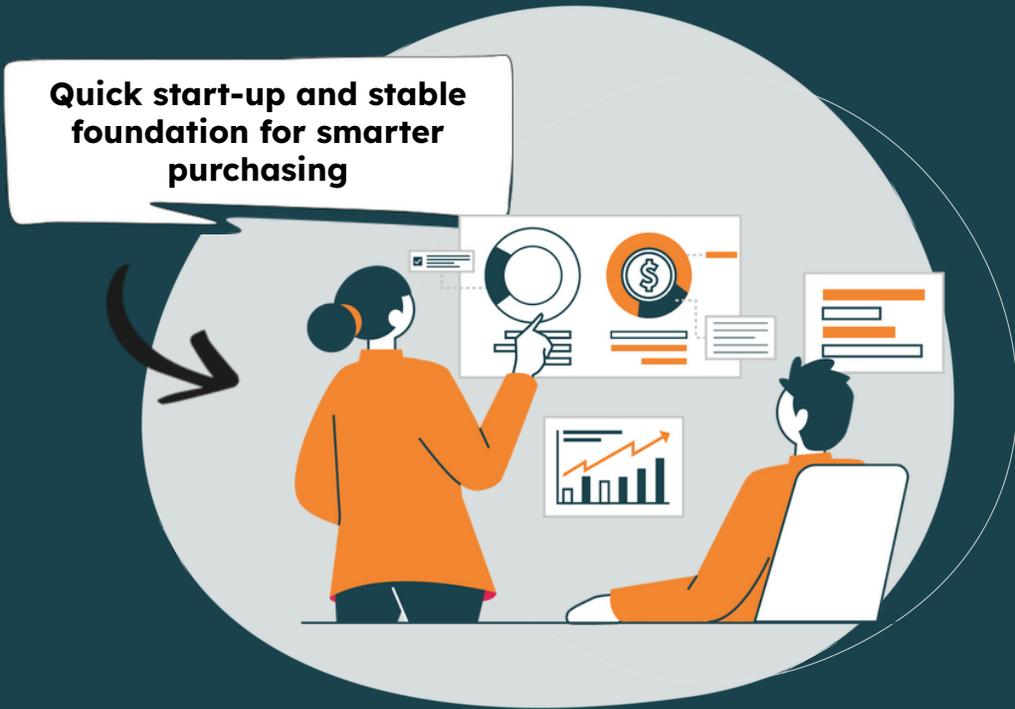


Solution

To streamline the purchasing process and gain better control over inventory levels, Sweef wanted a complementary system to BC that offered easy integration.

EazyStock stood out with its ready-made integration, user-friendly interface, and simple workflow. Access to relevant and easily accessible reports was also an advantage.

“Business Central is a very competent system, but it lacks an overview of sales and inventory levels. It was difficult to find quick insights. So we started looking for another solution and found EazyStock and the ready connector to Business Central,” says Ludvig Ungewitter, CEO and Founder of Sweef.



Result

Implementing EazyStock was quick and smooth. Thanks to the requirements analysis and initial configuration carried out during the sales process, Sweef could test the solution early and see immediate benefits.

The ready-made integration with BC, combined with close support from EazyStock's Customer Success Manager, enabled the start-up to achieve record-breaking results.

"We Googled and found EazyStock. We wanted something that had a ready-made integration with Microsoft BC. Then we were up and running quickly," says Ludvig.

Today, Sweef uses EazyStock daily to manage the purchasing of approximately 100-200 items. The system gives purchasing managers a stable foundation and clear, time-saving suggestions that improve purchasing quality.

“There are some things we did manually before that took quite a long time. Now we trust what comes from EazyStock, and we get better quality in our purchases,” says Ludvig.

The result is a more consistent and reliable purchasing process. Sweef finds that they have fewer over- or under-stock situations for specific products. It has also freed up time for more strategic parts of the purchasing process, such as planning for campaigns or larger special orders. Ludvig explains:

“We can spend a little more time on essential things and get this foundation in place faster, which is really nice. Otherwise, you have to sit down every week and manually go through each supplier and ask, ‘Is something running out?’ It’s nice that we don’t have to do that.”

Sweef has taken important steps towards a more data-driven purchasing process. With EazyStock as support, they have improved the quality of their purchases, reduced manual work and created better conditions for continued growth, both in Sweden and internationally.



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Find out more

**Find out how EazyStock can help you digitize
your purchasing process and work smarter.**

Book a demo