



Case study:
Daylong Direct



Daylong Direct

For more than 70 years, Daylong Direct has supported customers from across the UK with high-quality compression garments – from medical-grade stockings for daily comfort to travel wear, maternity clothing, and sports recovery solutions.

With one of the UK's largest selections of compression products and over 14,000 customer reviews, Daylong Direct has built a reputation for reliability, comfort, and clinical excellence.

They've supported thousands through chronic conditions, helped prevent tired legs for busy professionals and enhanced performance for active lifestyles.





The challenge

From their Ilkeston distribution center, Daylong Direct manages a complex mix of over 100k own-brand and branded SKUs supplied by global manufacturers.

As the business grew, the manual, paper-based purchasing processes struggled to keep up. There were three main challenges:

- It was difficult to produce accurate forecasts.
- Stockouts and overstocks were more frequent than they would have liked.
- The purchasing team was spending too much time trawling spreadsheets, walking the warehouse and second-guessing demand.

Operations and IT Director, Justin Saunders, knew the team needed better visibility into stock levels, stock value and demand patterns. His structured, methodical approach was delivering improvements, but manual systems were still holding the business back.

It was time for inventory optimization software to take Daylong Direct to the next level.

The solution



The solution

While researching a solution, EazyStock quickly stood out. The seamless Microsoft Dynamics NAV connector enabled the system to be implemented quickly without disrupting regular business operations. Even better, EazyStock would support their future move to Dynamics 365 Business Central, providing a future-proofed solution.

Working alongside EazyStock's customer success team to get the system up and running, Justin focused on four core goals:

- Improve stock accuracy
- Reduce manual planning
- Optimize inventory levels
- Improve stock availability

With automation handling replenishment and forecasting, the team could finally move away from paper lists and manual checks and focus on higher-value work instead.

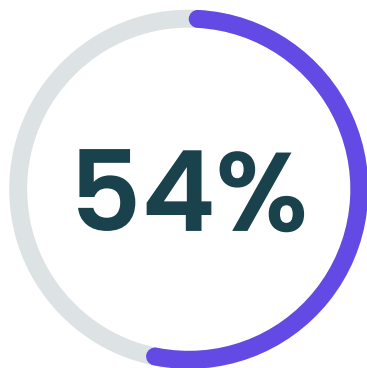
The results



The results

Since implementing EazyStock, under the watchful eye of Operations Manager, Jagoda Golicz, Daylong Direct has seen massive stock reduction alongside exceptional growth. They have improved stock availability, reduced manual errors, and increased ordering and replenishment efficiency.

Seen



**£138k
reduction in
excess stock**

Supported



**increase in
sales**

Maintained



Service level

Accurate forecasting enabled stock levels to be optimized, reducing excess inventory by more than half. Automated replenishment, recommended orders, and safety stock levels ensure Daylong Direct only buys what is needed, when needed. This has supported remarkable business growth while reducing stock levels, improving availability and maintaining strong service levels.

Instead of manually reviewing thousands of lines of data, Jagoda now checks recommended orders each morning, approves them, and confidently sends them straight to suppliers.

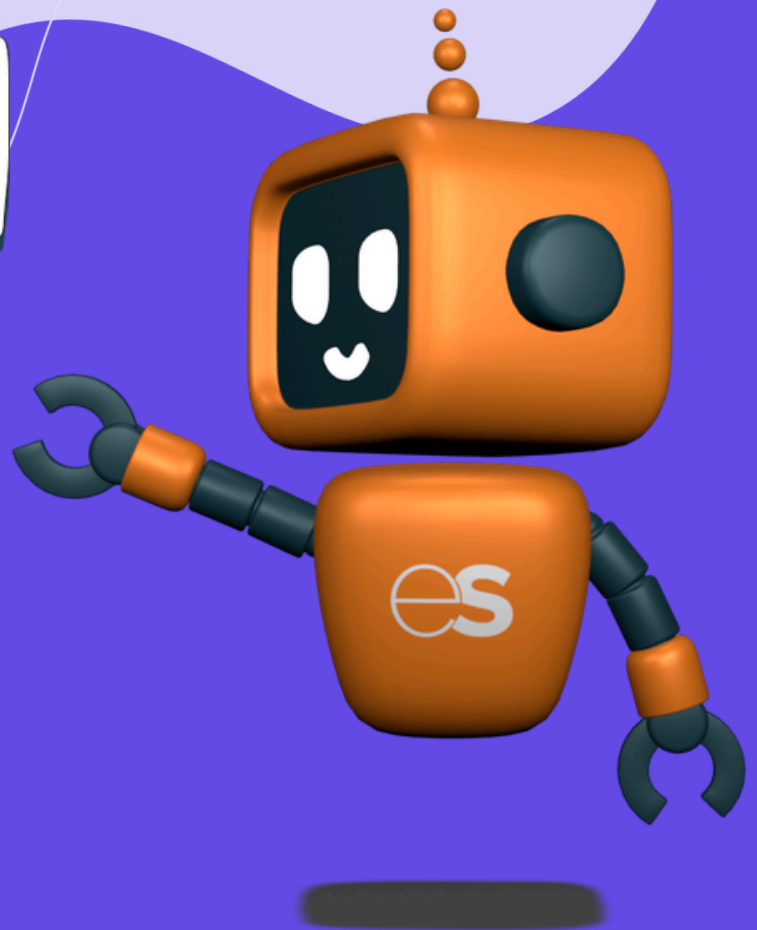
“I know I can trust EazyStock’s recommended orders, which makes my life so much easier than checking multiple spreadsheets.”

Automated alerts, such as the risk of run-out report, help Jagoda keep on top of supply. With advanced notification, she can boost orders or bring them forward if necessary.



“With EazyStock, we have complete visibility – stock value, demand, sales history, everything. We rely on EazyStock so much, we couldn’t live without it.”

Jagoda Golicz
Operations Manager



Adaptive forecasting

EazyStock's advanced forecasting algorithms consider seasonality, trends and historical sales to provide comprehensive, accurate forecasts, which are especially helpful for items with erratic demand or volatile supply. This means the system adjusts safety stock and forecast parameters dynamically – something near-impossible with manual planning.

This improved demand forecasting accuracy has enabled better stock planning and reduced unexpected stockouts.

“Forecasting is so quick and easy, especially with how many SKUs we have. Manual forecasting worked when the company was smaller, but now that we’ve grown, I wouldn’t know where to start. It just isn’t possible to manage this many items manually.”

Better forecasting has also strengthened supplier relationships, as Jagoda can share accurate 12-month plans, helping suppliers schedule production and maintain availability.

Data-driven warehouse operations

With EazyStock's “risk of run-out” alerts, Jagoda can quickly adjust orders or bring them forward when supply becomes unpredictable. The order calendar functionality also accounts for key operational dates, such as holidays, shutdowns, and lead-time changes, to ensure service levels remain high year-round.

Reporting is now faster, clearer, and more transparent across the business. Whether it's sharing insights with senior leadership or helping Marketing identify products to promote or discount, EazyStock has become the backbone of Daylong Direct's inventory planning.

“We can quickly see stock levels, turnover, and reorder needs, which helps with decision-making. We can easily present this data to management teams so they understand the stock situation.”

Supported, continuous improvement

Daylong Direct’s onboarding was smooth and efficient, with hands-on training and support. Jagoda now meets regularly with Michelle Pederson, their dedicated Customer Success Manager.

“Any time I need anything, Michelle responds quickly and never makes me feel like I’m being needy. We have quarterly reviews to ensure we’re optimizing the system as we continue to grow and evolve.”

Michelle enjoys working with Jagoda and the Daylong Direct team as they have fully embraced EazyStock and its functionality.

“Jagoda, Justin and the team embraced the system from day one. They set the right KPIs and objectives and followed best-practice setup, which has enabled us to achieve outstanding results together.”



Before EazyStock, manual processes dominated the team's time. Now, the idea of going back is unthinkable.

*"With EazyStock, **we have complete visibility** – stock value, demand, sales history, everything. We rely on EazyStock so much, we couldn't live without it."*

Daylong Direct's journey shows what's possible when a fast-growing business embraces smart automation. Get in touch to learn how you can unlock efficiency, free up time, and achieve remarkable commercial results.



eazy**stock**

Find out more

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

Book a demo