

Scandinavian Photo Takes Control of its Supply Chain with RELEX

The Nordic region's leading photographic and video equipment retailer aims to improve assortment decisions, availability and customer satisfaction

STOCKHOLM, 19 March 2019 – Scandinavian Photo hopes to turn its picture-perfect vision for future business success into reality with the help of RELEX's retail planning technology and expertise.

Founded in 1982, the company is the go-to supplier for video and photography professionals and enthusiasts alike across the Nordics. With shops in Sweden and Norway and an e-commerce channel that also serves Denmark and Finland, Scandinavian Photo handle approx. 30,000 SKUs, many of which are high-value items.

While the company has already centralized its replenishment, it currently executes its ordering manually. However, with RELEX's help, it will automate much of the planning process, transforming its supply chain.

By automating its processes, Scandinavian Photo will be able to run a proactive operation, using the new system's forecasts to improve its forward planning rather than simply reacting to events as they happen. The system will also help create a far more transparent supply chain – breaking down silos between teams and giving them more control over the company's processes.

"The key goal is to build a far more efficient supply chain, making sure we have what customers want in stock, when they want it and to the right price," says Daniel Hjelm, Scandinavian Photo's CPO. "We needed to be able to plan ahead, and to do that it's vital to have accurate forecasts. RELEX will give us the tools we need to ensure our supply chain planning is future-proof and support our growth."

The project kicked off in March, and it's anticipated that the system will go live by the end of the summer, with a full rollout due in the autumn.

"This is the kind of complex supply chain setup, with both stores and e-commerce served by a DC, where the customer is likely to see benefits very quickly," says Robin Bholá, Senior Solution Expert at RELEX. "Scandinavian Photo has clear ambitions to grow and be more profitable, but it wants to do that without compromising its customers' happiness – one of their core ambitions."

"RELEX has a great history of successful collaborations with specialty retailers, and we're looking forward to showing Scandinavian Photo just what we can achieve together."

For more information please contact

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About RELEX

RELEX Solutions is dedicated to helping retail businesses improve their competitiveness through localized assortments, profitable use of retail space, accurate forecasting and replenishment, and optimized workforce planning. Our SaaS solutions deliver quick return on investment and can be used independently or jointly for unified retail planning, enabling cross-functional optimization of retail's core processes: merchandising, supply chain and store operations. RELEX Solutions is trusted by leading brands including WHSmith, Morrisons, AO.com, Coop Denmark and Rossmann, and has offices across North America and Europe.

More information: www.relexsolutions.com

About Scandinavian Photo

Scandinavian Photo is the leading retailer of photo and video products in the Nordic region. The company is currently active in Sweden, Norway, Finland and Denmark. Scandinavian Photo's strategy is to combine e-commerce with physical stores in larger cities, acting as a meeting place. Scandinavian Photo's focus is on extensive product knowledge, high level of service and a wide product assortment to the right price.

More information: www.scandinavianphoto.se