


# Reducing Overstock by \$56,000/month for Furniture Brand

How Streamline improved inventory management for a furniture brand with a new replenishment and demand forecasting tool.

Case Study



<b>Industry:</b> Furniture	<b>Business model:</b> Manufacturing	<b>Region:</b> North America, USA
<b>Solution:</b> Inventory optimization, Production planning, Custom ERP integration.		



### A lifetime of beauty and service furniture for your home and office

**Whalen Furniture** plays a leading role in designing and manufacturing a spectrum of product categories. It was founded in 1991 in San Diego by Ken Whalen.

The company offers bookcases, desks, file drawers, modular walls, computer roll tops, and storage cabinets. Whalen products blend innovation, style and quality, as well as timely delivery, and have developed a loyal customer base in the United States, Canada, Mexico, and the United Kingdom.



## Challenge

The main pain points of Whalen Furniture’s team that led them to look for a supply chain solution were as follows:

- 01

Lack of upfront costs and contracts. It was impossible to forecast the order of raw materials and predict the manufacturing of finished goods without a clear understanding of orders quantity and customer demand.
- 02

Too much time spent working in Excel. **“We were like firefighters, not supply chain managers.”**
- 03

Absence of full-time tech support. Supply chain planners looked for a solution that easily connects to their ERP system, so they can test and set up everything smoothly.
- 04

Expertise in supply chain optimization. Whalen Furniture sought for a dedicated person who knows manufacturing business while consulting on supply chain IT solutions.

## Project

The project took three months to complete. During this time, Whalen Furniture was able to test the software using Excel files with data exported from their ERP system to Streamline. The pilot project took four weeks and showed the outcomes, so the team pursued the Streamline 1-year license. The most appealing feature for Whalen Furniture’s team was the ability to assign channels (customers) to the items offered by Streamline.

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We tested the software using Excel files with data exported from our ERP system. Once we decided to proceed, the database connection was easy to set up. It has multiple types of connections.

**Andrew Bell**  
Founder of ZTOZZ,  
Vice President of Supply Chain & Logistics

## Outcomes

Whalen Furniture has seen the results in the first month after Streamline implementation.

- A 90% of time spent on daily routine was reduced.** An employee spent about a day and a half updating Excel spreadsheets with 60 items. He only focused on one of five divisions. The other divisions did not have his data level because they had many things, and Excel needed to be more convenient. We were like firefighters, not supply chain managers. **What took him a day and a half to do now takes only seconds to update with Streamline.** He can spend the rest of the time analyzing the Streamline data. The other divisions use Streamline and need to learn how they manage without it.
- Whalen Furniture’s inventory had dropped by 36%** with Streamline. The company has been able to eliminate two auxiliary buildings rented month-to-month. That has **saved about \$56,000/month in excess storage costs** for them.

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It was too cumbersome to use Excel. What took us a day and a half to do now takes only seconds using Streamline.”

**Andrew Bell**  
Vice President of Supply Chain & Logistics

