

Psycho Bunny

Partners, People and Process: A Digital Transformation Success Story



In early 2022, just eight months ahead of the next holiday season, Psycho Bunny, a leading men's clothing retailer with significant expansion plans, was compelled to source, implement and operationalize an order management system that would be powerful enough to meet their growth objectives. Due to aging technology the company was grappling with a lack of visibility and insight into inventory levels, resulting in high numbers of short and split shipments and not being able to meet customer expectations for a frictionless commerce experience.

With an aggressive timeline ahead of them Psycho Bunny prioritized identifying a vendor that could provide demonstrable ability to advise, source, architect and implement a new order management system and data management capability. Scalability, cloud-first and integration ease were the key requirements for this digital transformation. Strong partners, a team of laser focused experts, and a fast start process were the driving forces behind its success.

“We needed a partner that could analyze and identify gaps in our supply chain management as well as recommend and implement a strategy to achieve a frictionless user experience for our stores and website.

- Jean-Aymeri de Magistris, VP – IT, Data & Analytics, and PMO

Psycho Bunny looked to Pivotree to build and implement a solution that brought two leading Pivotree partners to the table: Fluent Commerce for their innovative order management system, and Informatica for their cloud-native data management capability. The solution is hosted on the Amazon Web Services (AWS) cloud.

THE HIGHLIGHTS

<6 months

Implemented a new order management system

Opened 30 new stores across North America

30% increase

Achieved a 30% increase in revenues

99% accuracy

Significantly improved inventory visibility to ensure 99% accuracy

93% improvement

Reduced short shipments by 93% and split shipments by over 50%

Psycho Bunny is a leading men's clothing company renowned for its exceptional quality. Since its establishment in New York in 2005, the brand has become a recognized name in the fashion industry. With innovative leadership and a dedicated team, Psycho Bunny has tripled its business in the past two years, showcasing the company's commitment to delivering the best products and services to its customers. By the end of 2023, Psycho Bunny is set to operate more than 100 stores worldwide, reinforcing the brand's position as a leader in the men's fashion industry.



To help identify the unique needs of Psycho Bunny, Pivotree led a series of strategy workshops on supply chain management tools and systems, outlining which resources would be needed for the current implementation, while assessing and planning for future needs. Upon completion of these workshops and gaining a deeper understanding of Psycho Bunny's business requirements, Pivotree recommended Fluent Order Management to replace the existing order management solution and Informatica Intelligent Data Management Cloud™ (IDMC) as the data management platform.

A desired business outcome was to improve inventory accuracy, support high processing speeds across warehouses and stores, support omnichannel business needs, and reduce short-shipments to near zero across all locations.

Fluent Order Management: A Solution for Rapid Growth and Scalability

The Fluent Commerce order management system stood out as the top recommended solution to support Psycho Bunny's customer-centric growth objectives for a multitude of reasons:

- ★ Flexible platform and cloud-native scalability
- ★ Ability to tailor sourcing logic and tier that logic
- ★ Support the omnichannel processes and capabilities required
- ★ Manage both the retail and wholesale needs of the business within one solution
- ★ Display real-time inventory data across all locations and systems

“We were in hyper-growth and needed omnichannel, scalable and robust capabilities from an OMS. Real-time data visibility across all locations was critical.

- Monica Provenza, Director, Omnichannel & Experience, Psycho Bunny



Informatica IDMC Enabled Seamless Flow of Information

In addition to the supply chain management strategy and the Fluent Commerce order management system implementation, Psycho Bunny embarked upon a larger digital transformation strategy that involved the implementation of Informatica Intelligent Data Management Cloud™ (IDMC), an AI-powered data management platform from Informatica that provides a variety of features such as business data integration, application integration, and API management between cloud and local applications.

A data management platform plays a crucial role in enabling digital transformation within an organization as it acts as a bridge between various systems, applications, data sources, and services, facilitating the seamless flow of information and processes. It supports the shift towards agility, customer-centricity, and efficiency, driving the organization's ability to adapt and thrive in a rapidly changing digital landscape.



“ In less than six months we had a configurable order management solution that offers a rich catalog of APIs and allows for continued business growth and the agility needed for evolving priorities.

- Patrick Lagacé, Senior IT Director, Psycho Bunny

Informatica was the perfect fit to facilitate the real-time data Psycho Bunny needed to gain valuable insight into product performance, consumer behavior, supplier relationships, business planning and more.

- Derek Corrick, General Manager for Data Management



4 Key Cloud Integration Requirements for Transformation

1. CONNECTIVITY

In Psychobunny's supply chain management ecosystem, there are several systems involved, and many more being added. A direct or point-to-point integration between the systems could have been very chaotic. A platform was required that could act as a bridge between the systems. In addition, seamless connectivity between all the systems, regardless of the underlying technology or communication protocol, was a necessity.

2. OPERATIONAL EFFICIENCY

One of the primary objectives was to provide a real-time or near-real-time inventory picture to all the systems at any time. To do that, an event-driven architecture approach was followed, such that all transactions could be processed as quickly as possible, and all downstream systems updated with that data - instantly.

Using Kafka in the messaging layer was a key consideration for this event driven approach. Kafka is a high-performing and scalable data streaming solution. Informatica has out-of-the-box Kafka connectors that were easily incorporated.

3. SECURITY

A standardized approach for security, regardless of what each individual system provided, was required. For this reason an API gateway was incorporated in the cloud integration layer, so that each system would have its own authentication requirements seamlessly addressed.

4. AGILITY

To be able to go-live in less than six months a flexible architecture that would allow rapid application development for faster rollout of those key fixes and new features was a key consideration.

“Enabling seamless cloud data integration, eliminating manual work, and providing a tier one architecture was paramount to supporting rapid growth and enhancing business agility.”

- Joel Farquhar, Senior Vice-president Commerce and Technology Strategy



Results Exceeded Expectations

Prior to the successful implementation of the Fluent Commerce order management system, it was challenging for Psycho Bunny to achieve inventory accuracy levels of more than 95%, a significant KPI that is directly correlated to customer satisfaction. A few months after deployment, Psycho Bunny's inventory accuracy rose to almost 99%. Thanks to the healthy contribution of omnichannel fulfillment, Psycho Bunny was able to close the gap they had identified early on and hit their revenue targets for the year.

OTHER RESULTS INCLUDE:

- **30% increase in incremental revenue** attributed to the enablement of omnichannel fulfillment with Fluent Order Management.
- **100% store or 3PL fulfillment** during inventory count periods. Fluent Order Management allows Psycho Bunny to quickly switch fulfillment logic on or off without any downtime or interruptions to order fulfillment.
- **Faster shipping speeds.** Orders now take an average of 4 days vs. 6 days delivery to customers, with some scenarios down to only 1.5 days thanks to improved sourcing logic.
- **93% reduction in short shipments** from 30% to just 2%.
- **Opened 20 new stores** in the same month that Fluent Order Management went live, and increased the number of stores from 20 to 50 by year's end.
- **Reduction in manual processes.** Prior to Fluent Order Management, if an order was canceled but the product was actually in stock, the customer service (CS) team went through a manual process to re-enter those orders. Thanks to Fluent, this process is now automatic, freeing up time for the CS team.
- **Reduction in split shipments** from 35-40% at the beginning of 2022, down to 17%.

DATA-DRIVEN INSIGHTS CONTINUED

To ensure the organization continues to stay on top of their KPIs and service levels Psycho Bunny leverages Pivotree™ Control Tower, an integrated data analytics tool that empowers customers with full operational and technical insights capability.

33% reduction in average time to deliver



93% reduction in short shipments



50%+ reduction in split shipments



For help with your company's digital transformation and more information on Pivotree solutions for data management, supply chain and commerce visit:
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Pivotree, a leader in frictionless commerce, designs, builds and manages digital Commerce, Data Management, and Supply Chain platforms for over 200 major retailers and branded manufacturers globally. The company's portfolio of digital solutions as well as managed and professional services provide businesses of all sizes with true end-to-end solutions. Headquartered in Toronto, Canada with offices and customers in the Americas, EMEA, and APAC, Pivotree is widely recognized as a high-growth company and industry leader. For more information, visit www.pivotree.com or follow us on LinkedIn.



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