

Grupo Cortefiel streamlines global sourcing through CBX Critical Path management



Snapshot

Customer: Grupo Cortefiel

Retail Sector: Apparel/
Fashion Retail

Business Need: A system to improve sourcing, order tracking, supplier and quality management with greater visibility

Solution: CBX Total Sourcing Management Platform in the Cloud with modules for style management, sourcing, quality, critical path, supplier management

Result: Improved visibility, automation, standardization, quality control and optimization of processes

Grupo Cortefiel is one of Europe's top fashion chain retailers operating the Cortefiel, Pedro del Hierro, Springfield and Women's Secret brands and a chain of outlet stores called Fifty Factory. With a central administration and a network of logistics centers in Madrid, the company has international buying offices in Spain, Hong Kong and India. Founded in Madrid in 1880, today Cortefiel operates in 71 countries, with over 2,000 points of sale, an online catalogue and over one billion Euros in turnover. Major competitors include Inditex (Zara) and Mango.

Challenge

Prior to implementing CBX Software, Grupo Cortefiel operated on manual business processes without automation. Critical supplier information was held in different places and each department, such as women's, men's and intimate wear, worked with spreadsheets following separate business workflows. Management of supplier agreements was not well organized and Cortefiel needed a way to automate the onboarding of new suppliers. There was no visibility of the critical milestones which made management and tracking of the thousands of styles, orders and shipments extremely complex. Adding to the complexity was managing multiple sourcing offices in different regions.

Solutions

Grupo Cortefiel decided to implement an integrated supply chain system to handle supplier management, style details, order tracking, and quality management. The system needed to homogenize sourcing and order follow-up processes. The CBX Total Sourcing Management (TSM) Platform was chosen since it had the pre-built business processes and functionality which could handle all of Cortefiel's specific supplier, sourcing, order and quality needs on one platform with consolidation and centralization. The added benefit delivered full visibility into their entire supply chain through the CBX Critical Path Management tool embedded in the platform. CBX was easily adaptable to Cortefiel's existing system and the intuitive interface allowed users to quickly adopt the web based tool. The system provided Cortefiel with advanced forecasting, planning and alerts of potential risks and the ability to drill down to identify the source of problems and quickly react.

Result

Cortefiel was able to cut a significant amount of days out of their supply chain. CBX provided an end-to-end critical path visibility from concept to delivery. Various Cortefiel departments were given the ability to forecast seasonal buying and sourcing plans and assign tasks to relevant teams. Full visibility into the sourcing progress was achieved and a greater ability to manage technical style specifications. Supplier management was much improved with the system through collaboration on work in progress status and real-time data capture from suppliers online. The system also enables Cortefiel to better manage supplier agreements and supplier audits.

Key Benefits

- + Weeks cut out of the supply chain
- + Improved sourcing and order follow-up efficiency
- + Real-time, accurate information for better decision making
- + Improved quality control processes and result



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We needed a proven system to help us scale our global sourcing operation and handle some of the most intricate facets of our business and we had a very positive experience with CBX. The solution that CBX Software delivered showed they truly understand apparel sourcing and its immense complexities.

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**Berta Escudero,
Chief Supply Chain Officer,
Grupo Cortefiel**

About CBX Software

CBX Software has simplified the business of global sourcing; transforming traditional methodologies into fast, friction free supply chains through our real-time cloud based Total Sourcing Management Platform (TSM). We help retailers, brands and manufacturers manage and empower the supply chain from plan to pay - one intelligent collaboration solution for an enterprise to plan, spec, source, assure quality, order, make, inspect, ship and pay. Over 20,000 users in more than 30 countries rely on CBX including: Target, Safeway, Kmart, Charming Shoppes and others.