

## Case Study:

ARAMIS

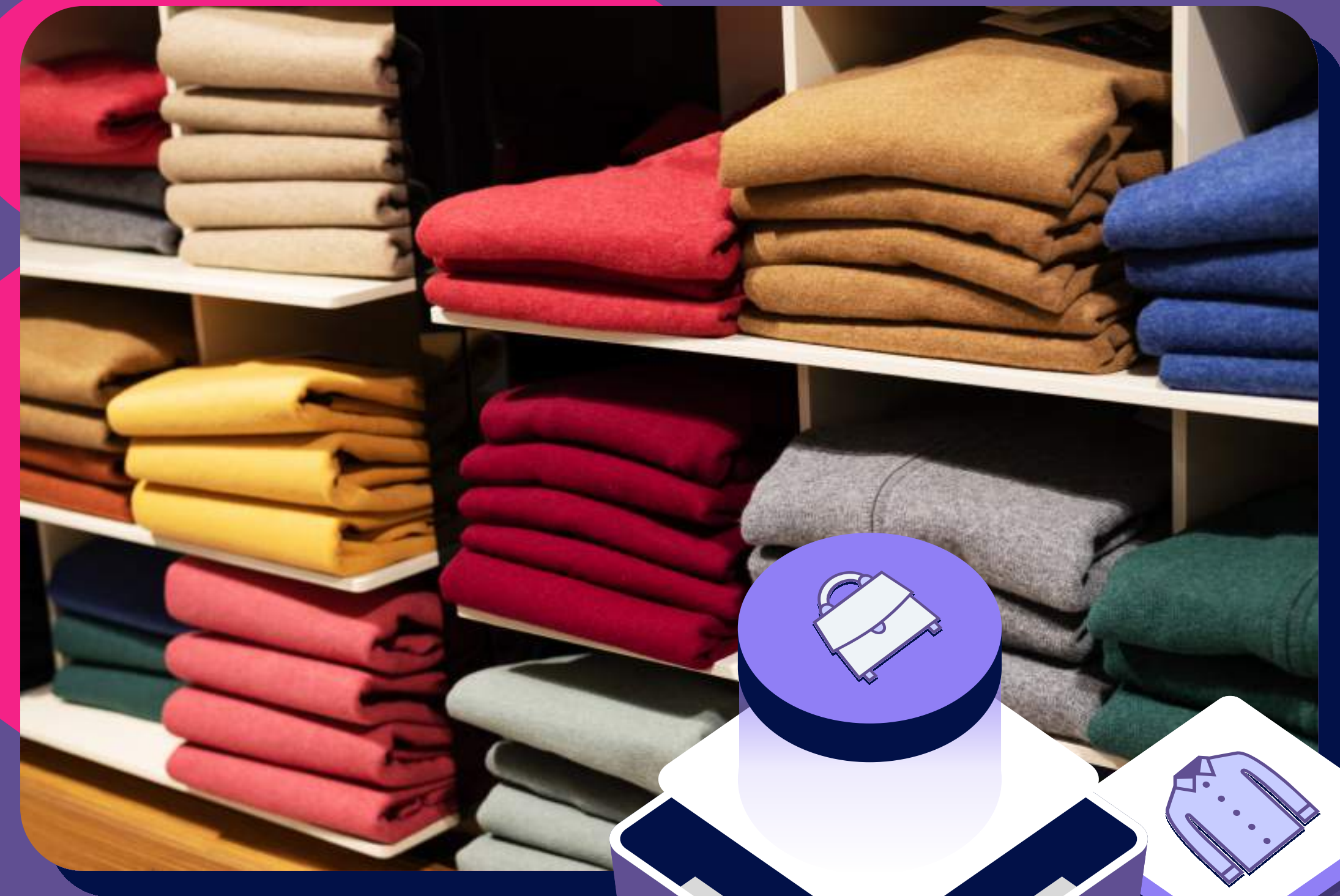


**Industry:**  
Retail, Men's Fashion



**Headquarters:**  
São Paulo City, São Paulo, Brazil

Aramis the leader in the male fashion clothes in the segment of sophisticated casual. Aramis is a multichannel business consisting of retail stores, franchisees, multi-brand wholesale and the digital channel, all omni integrated. **With 98 retail stores, Aramis is recognized for having the biggest gross margin in its category.** Founded in 1995's by the family Stad, since 2014, 2B Capital is also part of the group.



**20%**

Inventory in stores reduced considering all collections



over

**30%**

Inventory in the permanent items reduced



**60%**

Inventory turns increased



**25%**

Average price increased



**6%**

Markdown reduced

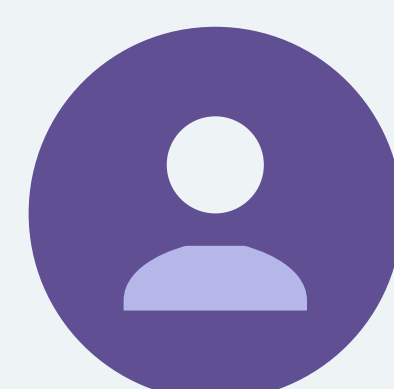


**12%**

Increase sales in pieces



*"We are **selling more with smaller assortment**, and we had an improvement of 60% of inventory turns on the stores."*



Richard Stad  
CEO of Aramis in the press

## — Key Challenges

The biggest well-known challenge in the fashion industry is how to **manage the huge variety of seasonal collection achieving the lowest level of leftovers without losing opportunity of sales**, and also guarantee high level of availability of the permanent items getting all of their potential of sales, out of increase the investment on inventory.

With Aramis was not different. Even with another automatic replenishment systems, they were **suffering with unbalanced supply chain, high inventory levels, high level of leftovers and also shortages of stores.**

## ✓ The Solution

Onebeat is committed to helping retailers, wholesalers, and brands achieve excellent results through operational excellence and innovation. Onebeat has attacked the S&OE environment by replacing the current replenishment system with Onebeat's Real-Time Learning Algorithm. In comparison, Smart Replenishment Algorithm solved the problem of seasonal products prioritizing the scarce inventory at DC, based on product-store performance and criticality. Also, using the batch of IST and Surplus Algorithms, it's possible to understand the pull-back and inter-stores-transfer possibilities.

Regarding assortments, the Smart Automatic Allocation system started to allocate new products assuring the right variety per category and per store. This guaranteed the assortments would align with the customer's expectation and level of freshness.

In order to release the flow, Global and Local No Movers/Slow Movers Algorithms have been implemented driving Aramis to take the right tactical actions. Decisions such as tail rotation, creating liquidations, shrinking the life cycle of products, and many stores' operational actions became possible with this implementation.

The full management Dashboard helped the Aramis team manage, and follow up on all stores' KPIs and implementation results.

## Results

Onebeat implementation started in an assisted mode to get the trust and confidence of the client team, even because another solution was already in place. However, only after 2 weeks, the level of confidence was so good that it was decided to roll out in automatic mode replacing 100% the previous solution. After 2 months of using Onebeat's solution, the inventory level of permanent items had achieved more than 20% of reduction with almost 100% availability.

The summary below details the quantifiable results of implementation 1 year after Go-Live:

Inventory in stores reduced **by 20%** considering all collections  
Inventory Units: **35%**

Average price increased by **25%**

Inventory in the permanent items reduced over **30%**

Markdown reduced by **6%**

Inventory turns increased by **60%**

Increase sales in pieces by **12%**



Every quarter Aramis is achieving records of records on results in all KPI's and Onebeat team is proud to be part of this successful journey.

**Ready to boost your retail business?**

Discover what our innovative platform can do for your business with end-to-end planning and execution.

onebeat

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