



The Missing Piece For Demand and Supply Planning In Real Time



SHYPYARD PARTNERS WITH PAW.COM TO BECOME A LOYAL AND RELIABLE SUPPLY CHAIN COMPANION

It's a dog-eat-dog world for DTC pet brands today. The pet industry is one of the fastest growing and most competitive segments today, resulting in unpredictable consumer demand and fluctuating sales. With Shypyard, Paw.com can now respond rapidly to any changes in the market, resulting in fewer out-of-stock situations and reduced inventory levels.

Paw.com Summary

Paw.com is an Inc5000 designer pet brand of innovative products that help pet parents bond with their furry family members. They have been delivering top quality pet products for over 8 years and are sold in several countries around the world.

Innovation is a core pillar of their strategy, which led them to evaluate Shypyard alongside other cutting edge supply chain solutions.

Paw.com's Challenge

Paw.com needs accurate sales forecasting to confidently attack their growth targets. However, as the company expanded both in terms of SKU count and order volume, it became difficult to manually calculate and sanity check the forecasts for so many SKUs to avoid any overstocks or stockouts. The many product lines and bundle offerings made it extremely difficult to analyze sales trends and predict future inventory levels accurately. Despite the team's spreadsheet prowess, even understanding basic operational metrics required countless hours exporting and consolidating data in Excel.

Each month, the leadership team at Paw.com would spend several days going back and forth to prepare a final replenishment plan. The team pulled data from each of their systems, manually combined it in Excel, created forecasts per-SKU and per-sales channel, prepared multiple tabbed reports, and discussed it as a team. Even after all this hard work, the team was still struggling to accurately account for periods of out of stock or past promotions in their forecasted sales velocity. This resulted in forecasts that led to some items over-stocked and other items selling out.

It was clear that an Excel based process was not going to be scalable nor sustainable. Consequently, Paw.com sought out a solution that would enhance their supply chain planning process.

“With Shypyard, Paw.com unlocked over \$167K in cash from inventory.

Additionally, the company also saves an ongoing 20% per month in inventory holding expenses ”

Damien DeJesus,
VP of Finance

The Shypyard Advantage: Flexibility and Clarity

After demoing several possible solutions, the executives at Paw.com decided to purchase Shypyard because of the platform's flexibility and clarity. No other platform could come close along these two dimensions. What impressed the Paw.com team the most was how the Shypyard software did not sacrifice ease-of-use and clarity while offering the extensive configurability Paw.com required for their supply chain situation.

Immediately upon implementing Shypyard, the team quickly discovered how flexible it is. In addition to automatically incorporating past out of stock and product introduction dates, Shypyard also allowed Paw.com to respond rapidly to fluctuations in demand at the product and SKU level. Supply side disruptions such as supplier factory shutdowns were easily handled within the software. Shypyard also provided several demand plan scenarios for the Paw.com team, so they could easily compare bear, median and bull forecasts. With any change, Paw.com is able to make an edit in Shypyard and immediately see the implications on future inventory and demand. All told, this new real-time process has saved over 15 hours of manual spreadsheet manipulation each month and reduced a ton of stress related to potential human errors.

Paw.com was also impressed by the level of clarity Shypyard could provide above and beyond their tried-and-true spreadsheets. Because Shypyard is directly integrated to their 3PL and WMS, the dashboards show reliable, real-time sales and inventory metrics across all channels, warehouses, and suppliers. This provides end-to-end supply chain visibility, which further clarifies decision making and allows for streamlined collaboration. Finally, each recommendation in Shypyard has an explanation attached to it. These comprehensive explanations gave the team confidence in whatever decision they were making with Shypyard's data and recommendations.

Benefits of using Shypyard

\$167K

Saved \$167,000 in cash from inventory before the holiday season

15 hrs

15 hours saved a month in manual Excel spreadsheet manipulation

20%

Saving 20% per month in inventory holding expenses



Better visibility for leadership team, to understand the health of their business and manage inventory appropriately

Adding up the benefits

In the hands of the Paw.com team, Shypyard is a weapon that has made the entire company more agile and deadly. It has transformed Paw.com's inventory and supply chain operations by providing clear end-to-end supply chain visibility and automated complex analysis and decision making. In summary, Shypyard is a key pillar in a larger operations strategy that enables Paw.com to out-compete its peers online and in stores.



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About Shypyard Inc.

With the world's most reliable and agile SMB planning solution, Shypyard helps modern merchants around the world revolutionize their planning process. Our cloud-based platform keeps all your data updated in real-time, and serves as the command center for the end-to-end planning processes. With a transparent view of your end-to-end supply chain, all stakeholders can easily stay updated on critical business operations. With Shypyard, your business can react to changes in your business faster, leading to higher quality decisions and improved financial performance. From implementation to expansion, we're here to provide customers with peace of mind throughout their supply chain planning processes.

This case study is accurate as of the date published and may be updated by Shypyard from time to time at its discretion.

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