



Seeking Excellence in Inventory Management



Grupo Marti is Mexico's market-leading provider of sporting goods. They stand for diversity of products and excellent customer service. Their motto, "Passionately healthy, reflects their enthusiasm for and commitment to the positive development of sport.

Over 200 stores nationwide
 7 separate sub brands
 Over 500,000 SKU's
 Over \$250 M in revenue



www.marti.mx

The Challenge

"Perfection is not attainable, but if we chase perfection we can catch excellence."

- Vince Lombardi

As the leading sporting goods retailer in Mexico, Marti's business model is highly dependent on managing large volumes of inventory. Marti had been using a solution that was part of their Peoplesoft ERP system to manage inventory, but found that it was not meeting their business objectives. Marti initiated a retail transformation project, "Lombardi," to achieve a broad range of improvements: better distribution and control of inventory at stores; reduction of inventory shrinkage and sales to move obsolete products; improved purchasing and allocation of product to stores; and greater inventory visibility at stores and distribution centers. Additionally, Marti's IT team desired a more secure, tailored technology platform and a data warehouse to drive better decision-making.

The Solution

Marti's quest started with a review of package solutions for inventory management from JDA, SAP, and Oracle Retail. They evaluated each solution based on fit to business needs and level of functionality that would require minimal modifications to the base software.

Marti selected Oracle Retail because they were the only retail-specific solution that could scale to their requirements. Marti was especially compelled by Oracle Retail's broad business capabilities, namely Merchandising Operations Management, Store Inventory Management, and Allocation. The Oracle team also demonstrated a development roadmap that Oracle Retail would meet Marti's needs now and in the future.

The Oracle Retail Solution is a flexible and powerful tool. Marti knew it would be essential to find a seasoned implementation partner. For Marti, one of the most important outcomes of the project were well-defined business processes.

Retail Consult demonstrated a highly experienced team that could provide market-leading practices, a strong track record of successful implementations, and executive leadership to provide project oversight. Retail Consult's high retail IQ, approach, and team gave Marti confidence that they were the right partner for the project.

The Benefit

After implementing the solution, Marti immediately noticed positive results, due to more efficient processes, control, and visibility. Budget optimization, order tracking, and vendor communications have all improved. Marti can now allocate the appropriate products in the right sizes, colors, and quantities to stores. A key metric of improvement is accelerated purchase process and optimized product delivery. Historically it had taken three to four months to get products into stores; this can now be accomplished in a matter of weeks. Marti believes this is due to successful integration with their vendors through the new technology platform. Marti's data is now organized in an integrated data warehouse, which provides better visibility to manage their business.

On the IT side, Marti dramatically reduced the number of interfaces they had to manage and now have a protected upgrade path for the Peoplesoft ERP system and new Oracle Retail modules.

Now that they have an effective inventory solution in place, Marti is looking at next phases that include financial, assortment, and space planning. With the deep functionality of Oracle Retail and the extensive capabilities of the Retail Consult team, Marti knows that success is sure.

The Project

The Lombardi Project commenced in October 2015 and was deployed in January 2017. On the advice of Retail Consult, Marti chose a "big bang" approach to simultaneously support their headquarters and more than 220 stores.

Marti felt that the Retail Consult team successfully integrated with their organization, providing executive management, a program director, business and technical architects, and analysts.

Though the project was conducted in English, the Retail Consult team is fluent in Spanish. The Retail Consult methodology provided the right level of rigor and discipline to meet expectations and deadlines.

The Way to Success

For organizations embarking on a retail transformation project, Marti recommends selecting an implementation partner that can commit the resources necessary for project success.

Marti also advises:

- > Understand that these projects require a high level of rigor and discipline, particularly in the area of integration.
- > Never underestimate the importance of quality assurance and user acceptance testing.
- > Invest in change management and training.
- > Choose your deployment date wisely.

“Retail Consult has an unmatched retail IQ”

- Alejandro Gámez, Commercial Director
-Marti

“These kinds of projects can often be contentious and stressful... Retail Consult has a unique combination of customer service, discipline, drive, and sense of humor to deliver a successful solution and build an amazing relationship with our team.”

- Alejandro Oropeza, Director of IT
-Marti

“From day one, we experienced an accelerated purchasing process to get the right product into our stores in weeks instead of months.”

-Manuel Martin, CEO
-Marti

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