



Flink

Revolutionizing Q-Commerce in a Q-Lead Time Implementation

*Flink is Q-Commerce ('Q' for quick) company, providing everything that would typically be bought by the consumer in a supermarket, with one big difference: orders are made online and are delivered in minutes, by Flink's employees on e-bikes. With this modern business model, Flink is **currently delivering to around 10 million customers at over 140 locations in more than 100 cities in 3 countries.***

The Challenge ●

Flink, a German Q-Commerce company, had been experiencing rapid growth, with a large volume of online orders delivered directly to consumers in minutes. However, their legacy systems were not centralized and were not scalable enough to support their aggressive expansion plans. They needed a **robust solution** that could meet their business requirements and be **implemented in a short lead time**.

The Solution ●●

To fulfill their commitment to fast deliveries, Flink adopts a decentralized model, leveraging numerous "hubs" as their small-scale distribution centers for replenishing inventory. Flink's vision was to maintain this innovative business model and to continue its mission to give people back time, while creating a robust technology infrastructure that could easily adapt to constant change and accelerated growth. Flink pursued a cloud solution in order to not have the need to manage infrastructure and to always be up to date. For that, Flink selected Oracle Retail's Merchandising Foundation, Invoice Matching, Price Management, and Integration Cloud Services, as well as Oracle Fusion Cloud Financials. Retail Consult's proprietary tool, the Retail Consult Integration Broker (RCIB), was also implemented to accelerate and simplify the implementation of interfaces between Oracle Retail and external applications. Retail Consult's team of experts provided retail-specific skills in strategy, technology architecture, business process, change management, and project management. Training and guidance to Flink's key users were also provided, ensuring that they were equipped with the skills and knowledge required to use the new system effectively. **The whole implementation process took only 8 months to be completed, using a Big Bang approach.**

The Benefits ●●●

This project provided Flink with a suite of SaaS solutions for buying, managing inventory, pricing, and financial information, that granted:

- Full stability and control over the Purchase Order flow, from forecasting to send-out, maintaining an optimal balance between Availability & Waste.
- High-quality Master Data to base automated processes on.
- Inventory Management & Control with End-to-End transparency.
- Accurate Invoice Matching processes to ensure precise financial records.
- Effective management of both Accounts Receivables and Accounts Payables.
- The implementation of standardized processes throughout Merchandising by utilizing industry best practices and modern cloud-based systems.
- Real-time visibility of inventory throughout the entire organization.
- A unified inventory system to serve as a single source of inventory information across the company.
- Seamless integration of the IT ecosystem across Merchandising, Finance, E-Com operations, and Supply Chain.
- Flexibility and scalability to accommodate Flink's growth plan effectively.

"Retail Consult showed to be a valuable partner, able to combine their great retail knowledge and implementation methodology, with agility and flexibility. Even, in a fast pacing and ever-changing environment, they were able to adapt and lead the project to success in a short time frame."



RETAILCONSULT

ORACLE

Partner

Lucas Rietz

Director ERP & Processes, **Flink**