



# Zyro optimises resources and simplifies demand planning, as they power ahead

Sage  
Inventory Advisor

Success Story

## Challenge

A significant stock holding, SKUs with high levels of seasonality and a complex manual demand planning process. Zyro needed to reduce their stock holding, systemise demand planning and prioritise resources.

## Solution

Zyro has an integrated solution based on Sage Inventory Advisor, Sage ERP 1000 and an existing bespoke product information system.

## Result

An immediate increase in visibility of Zyro's current position and areas requiring focus. An increase in speed and simplicity of demand planning as well as enabling a consistent process.

### Customer

ZYRO

### Industry

Parts & Accessories into the UK cycling industry

### Location

Darlington, United Kingdom

### Sage Business Partner

Datel

Zyro is the largest privately-owned parts and accessories distributor in the UK cycling industry. Zyro distributes over 10,000 SKUs from 28 market leading brands, designed to enhance your cycling experience – increasing safety, comfort and enjoyment for every cyclist.

## OPTIMISING RESOURCES

“Our demand planning process had been built and refined over many years as the business has expanded rapidly. With a team of demand planners and the use of excel spreadsheets, the process became inconsistent and didn't allow users to focus on what really matters. We were also conscious that the spreadsheets were limiting our use of industry standard safety stock calculations. We weren't optimising our monetary and human resources.

We wanted a solution that was simple to implement, was able to immediately enhance our current processes and cater for complexities such as forecasting separate customer groups. Sage Inventory Advisor were very consultative and proactive in finding solutions and challenging the Zyro norm to ultimately provide not just a system but a better business process” explains Matthew Barker, Finance and IT Director, Zyro.

“Sage Inventory Advisor has been the catalyst to turn an inconsistent approach to demand planning into one that is a consistent, focussed business process that also takes less time”

Matthew Barker,  
Finance and IT Director,  
Zyro