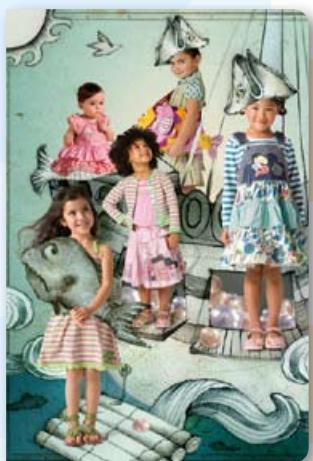




***"Now we are capable of working with the same business processes worldwide, while taking into account local demands and legislation"***



## Luxury is being loved for who you really are

**Since the establishment of Oilily in 1963, William (Olly) Olsthoorn and his wife Marieke caused a revolution in the, until then, traditional approach of children's clothes. Under the brand name Oilily, numerous collections have been introduced to the market which continue to be progressive, fun, comfortable and always of excellent quality, while maintaining exclusivity and authenticity.**

**From the grey cloth, colored and imaginative fabrics are being developed creating comfortable clothing, with an almost magical radiance.**



Oilily has become a worldwide known brand maintaining its unique style and quality. With more than seventy international shops located in Amsterdam, London, Los Angeles, Madrid, New York City, and Tokyo to name a few, all stores exhibit the same famous Oilily trademark designs. Oilily's diversity, creativity and progressiveness have been rewarded with many prestigious national, international prizes and publications within authenticated global magazines. In 1998, for example, there was an exposition of Oilily collections in the Guggenheim, Bilbao Spain.

In the beginning, Oilily designed mainly children's clothes, however in recent years collections are being developed for woman, boys and girls from 3-10 years of age, babies and toddlers within the head office in Alkmaar, The Netherlands.

Besides the various clothing collections, Oilily also manufactures bags, shoes and non-textile products such as cosmetics, china and articles needed for school (agendas, pens, pencils).

More than 800 employees constantly work to create new collections which are delivered to their own shops, wholesalers and retailers around the world eight to ten times a year.

Some of these articles will be available all year according to the 'never out of stock principle'.

### Improvement of supply chain and change of organization

"The manageability of a worldwide company such as Oilily places high demands on the organization's, process and systems. Automation within Oilily plays a crucial role in controlling these rather complex processes, which vertically integrated the business systems, while also taking into account the wholesale and retail processes. Using Microsoft Dynamics NAV and Pebblestone Fashion, Oilily is capable of working with the same business processes worldwide, while taking into account local demands and legislation within the different countries it operates in. This enhances the productivity of Oilily enormously", says Bert Kruisdijk who is responsible for Oilily's worldwide SCM and ICT department. The fabrics and clothing are designed in the head office in Alkmaar and consequently produced in, among others, Southern Europe and the Far East. The manufacturers then send the articles to warehouses in The Netherlands, the US, Korea, and Japan and from there they are distributed to the retailers.



"In 2003 Oilily choose to change and simplify the control model considerably by converting from a CMT focused company into a RMG (ready-made-garment) organization", says Bert Kruisdijk.

This means that Oilily can continue to design its own fabrics, applying the know-how and expertise of the manufacturers, meanwhile alleviating some of the responsibility of logistics and finance. Oilily also outsources the logistic process on the 'sales side'.

The delivery of products from the manufacturer to the customer is outsourced completely. Prior to this, Ollys II was used to support company processes and did so for seventeen years. Technically, Ollys II was too old and an upgrade was not possible.

This change of organization and the desire to control the rather complex supply chain and logistical process required a more adequate support of the company processes. "Moreover, the implementation gave the company a unique opportunity to streamline the organization", says Bert Kruisdijk.

### Pebblestone Fashion is the best solution for the new organization

"Oilily went looking for an automation solution most compatible with our control model. After careful investigation we concluded that Microsoft Dynamics NAV, with Pebblestone Fashion, for fashion wholesale and retail, was the most appropriate fit for our control model. Because Oilily is an international company we were looking for a solution that could support us locally as well as in the various countries that we are present in. The multiple possibilities available in supporting the Oilily company processes, controlling the supply chain, and therefore shortening the supply chain process, the gathering of management information and the inter-company structure of Microsoft Dynamics NAV in combination with Pebblestone Fashion was a deciding factor", says Bert Kruisdijk.

### Processes are better contained

Bert Kruisdijk continues "We used the implementation of Pebblestone Fashion to give shape and change to the organization. It is impossible to control the design processes, production, and supply



*"The implementation gave the company a unique opportunity to streamline the organization"*



of our collections, which consists of 15000 SKU's, without the support of a good IT solution."

Further to this, Bert Kruisdijk discusses how Pebblestone Fashion plays a crucial role. "Logistics only takes place at the tactical and strategic level within the head office because of the outsourcing of the chain supply. With the help of Pebblestone Fashion the processes are now being controlled from the head office. Moreover, the intercompany structure within Pebblestone Fashion enables us to work with the financial data in a uniformed way in spite of the different and legal and fiscal demands. Various European countries and India already work with Pebblestone Fashion. Part of the bigger project was to supply the Oilily shops with new cash registers and software linking them to Pebblestone Fashion through the interface of ACA Retailium. This enables us to translate what we measure in shops sales into future collections."

#### From believing to knowing

"When we look to the effects of implementing Pebblestone Fashion I would usually

say - At first we believed that everything was okay, then based on experience we thought that everything was okay, but now we know from the basis of factual information that everything is going according to plan. And we also know where there is still work that has to be done", says Bert Kruisdijk.

"The immediate availability of the information, the openness, and the amount of information constantly enables Oilily to react on market request and to steer us in the necessary direction. Using Pebblestone Fashion we can do more work with the same amount of people.

Information gathering used to take up a lot of our time, whereas these days we use this time to do more analysis and to follow up on actions that need to be taken. This increases our manageability of the organization", says Bert Kruisdijk.

#### One company profile

In the near future, subsidiaries in Japan and America will go live. The control model being used in Europe will also be implemented there and supported by



***"Using Pebblestone Fashion we can do more work with the same amount of people"***



# pebblestone

**Microsoft**  
**GOLD CERTIFIED**  
Partner



Pebblestone Fashion. Bert Kruisdijk says "We now have one company profile which means we will work consistently worldwide. One of the advantages here is that within a couple of days of the close of a month's worth of invoicing, we can gather an overview of the worldwide result at a very detailed level. This is only possible because we are now working with Pebblestone Fashion."

**In the not-so-distant future Oilily will be working on a link of a worldwide e-commerce platform. By working on the optimization of the business process, Oilily has been able to improve its business deliverables. With the support of Pebblestone Fashion, Oilily is capable of growing without extravagant enhancement of the management structure and people.**



## FACTS & FIGURES

### Company

**Oilily**  
Alkmaar, The Netherlands  
[www.oilily.nl](http://www.oilily.nl)

### Brands

**Oilily**

### Industry

Ladies and children apparel, accessories

### Activities

Design, wholesale and retail

### Concurrent users

76

### Solution

*Microsoft Dynamics NAV/Pebblestone Fashion/ACA Retailium/Lanham History and Security:*  
Buying groups, Intercompany, PDM, PLM, Sales, Commissions, Sales Target & Analysis, Production, Surcharge posting, Advanced forecasting, Queue posting, Extended Calculation, Traffic.

**Most significant improvement**  
Worldwide one company profile

**Implementation Partner**  
Pebblestone - The Netherlands

*"Within a couple of days of the close of a month's worth of invoicing, we can gather an overview of the worldwide result"*

### Pebblestone Fashion International

P.O. Box 4276  
3006 AG Rotterdam  
The Netherlands  
Tel: +31 (0)10 266 76 00  
Fax: +31 (0)10 266 76 01  
E-mail: [info@pebblestonefashion.com](mailto:info@pebblestonefashion.com)  
Website: [www.pebblestonefashion.com](http://www.pebblestonefashion.com)

*Visit our website to find the  
Pebblestone Fashion reseller  
near you!*