



RIP CURL CASE STUDY

From Conquering Waves to Supply Chain Challenges

Who is RIP CURL ?

Rip Curl was founded in 1969 at Torquay in Australia by Doug Warbrick and Brian Singer. The brand's name is directly inspired by surf and waves : "rip the curl". Highly involved in the surfwear industry, the iconic brand sponsors a lot of professional sportsmen and women and contests as Rip Curl Pro.

The expert of sportswear in Australia, Rip Curl, deployed the e-SCM Supplier platform for the monitoring and management of their purchase's orders. In less than 10 months, e-SCM was deployed on 6 divisions (Eyewear, Footwear, WetSuit, SurfWear, Mountainwear and equipment) and across all its global entities (Australia, Europe, Asia, North and South America)



CHALLENGES OF SOLUTION

- Replacing existing tools,
- Involving all stakeholders,
- Managing production uncertainties,
- Ensuring the reliability of the receipt schedule

KEY FIGURES

- 6 Divisions
- 450 Suppliers
- 50 000 orders per season
- - 10 month of implementation

A TEXTILE-ORIENTED SOLUTION AND ADAPTED TO OUR NEEDS

From the initial presentations of the e-SCM solution, Rip Curl was interested in the benefits of the platform, which would allow them to coordinate sourcing across their product divisions from over 450 suppliers (eyewear, accessories, luggage, men's, women's, and children's clothing).

Initially, RIP CURL commits purchase volumes to its suppliers based on sales forecasts. As commercial orders are confirmed, the procurement teams, through e-SCM, collaborate with the supplier to refine purchase volumes down to the SKU level.

Similarly, throughout the sourcing cycle, the logistics and sales teams are continually informed of the best possible arrival date of goods at the warehouse, enabling better resource management and providing relevant information to the customer.

BENÉFICES



- 1 Contribute to increasing the competency level of the purchasing team.
- 2 Improved resource management, better customer communication
- 3 Eliminate low-value manual tasks, emails, and Excel.
- 4 Oversee the entire chain to provide better customer service.
- 5 Enhance receipt schedule reliability and simplify quality controls



« e-SCM supplier portal makes procurement more reliable, brings substantial productivity gain through digitization, increased capacity to plan logistics and distribution activities, possibility to offer a better service to our customers... It's allowing to increase skill level of suppliers' team. »

Operation Director of Rip Curl Europe

MANAGEMENT BY EXCEPTION TO BE MORE REACTIVE



Exception Management for Enhanced Responsiveness: A supervision dashboard automatically alerts the procurement team to potential anomalies, allowing teams to focus on unusual orders. This approach is crucial for Rip Curl, which manages over 50,000 orders per season, in order to quickly identify and resolve supply issues affecting deliveries.

Once production is completed and quality controls are validated, the supplier generates packing lists and standardized labels, facilitating reception control through unique references. Furthermore, e-SCM centralizes customs documentation, allowing for shipment tracking up to warehouse reception in collaboration with the forwarder.

AN INTUITIVE SOLUTION AND EASY TO DEPLOY



He also emphasizes the collaboration with the e-SCM teams: 'The project manager and the resources provided were extremely flexible and responsive. They were not focused on technical aspects but rather on the 'Business' process. The consultants gained the trust of the functional teams through the common language they established.'

The implementation was facilitated by the data integration engine of e-SCM, which interfaced with the group's PLM and the Iris Confection and M3 ERP systems from Lawson Software installed in RIP CURL entities. Similarly, the automatic retrieval of data entered by suppliers enhances ERP data reliability and accelerates information sharing among all stakeholders.



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