

# INTERSPORT FRANCE CASE STUDY

A winning strategy for redesigning procurement processes

## Who is INTERSPORT ?

INTERSPORT is a French cooperative made up of independent entrepreneurs committed on a daily basis to making sport more accessible, more inclusive and more sustainable. In France, there are 885 stores and 15,000 employees who have been working for almost 100 years to always live better together. Worldwide, INTERSPORT operates in 57 countries with 6,000 stores.

## THE CHALLENGES FOR INTERSPORT

- Restructuring the supply chain strategy
- Optimize the fluidity of operations
- Promote supplier relationships
- Establish transparent processes
- Anticipate potential problems

## KEY FIGURES

- Turnover of 3.2 billion euros
- 885 stores
- 180 suppliers
- 40,000 orders per year

## THE REPOSITIONING OF INTERSPORT IN A TENSE ECONOMIC CONTEXT



The INTERSPORT France group had to rethink its supply strategy after the various Covid and transport crises, focusing on supplier relationship management. It selected the e-SCM solution to support him in this transformation process.

The main objectives of this restructuring were to establish closer collaboration with its suppliers, implement transparent processes and find solutions to anticipate potential problems.



## REDESIGNING THE PROCUREMENT PROCESS FOR GREATER TRANSPARENCY AND AGILITY



Faced with the influx of daily emails during the Covid period, the group realized the importance of centralizing information to ensure data reliability.

Thanks to e-SCM, INTERSPORT teams were able to streamline their operational processes and enhance communication with all stakeholders, while reducing the manual handling of information. The automatic collection of data from the ERP is done precisely and exhaustively in order to guarantee the completeness of orders to suppliers. Automating transport flows allows better anticipation of needs and smoother operations.

The platform provides teams with a tool promoting more informed decision-making thanks to real-time visibility.

## BENEFITS



- 1 Centralize information in real time & improve process visibility
- 2 Strengthen communication with suppliers
- 3 Automate data processing
- 4 Standardize practices



“The advantages of e-SCM result in the standardization of processes at each stage, with a better understanding of the state of operations, the monitoring of milestones, and thus increased visibility on order status, on the handling and shipping of products by freight forwarders, and so on...”

Natacha AMADORU, Import INTERSPORT Manager

## HOW TO SUCCEED IN YOUR TRANSFORMATION WITH E-SCM?

The implementation of this project required strong involvement in change management.

Communication was identified as a critical element throughout the project. Good communication practices were established, including anticipating needs, involving internal and external stakeholders and ensuring their support for the changes.

The involvement of the various stakeholders, both internal (sourcing, purchasing, supply, accounting, warehouses), and external (suppliers and freight forwarders), was essential to ensure the smooth running of the project. The tool was designed to allow precise and organized interaction between all these actors.

The technical aspect was taken into account, ensuring effective connection between information systems to avoid conflicts. Furthermore, suppliers played a crucial role; supporting them in using the new tools was a key success factor.

*“The connection to information systems is a crucial technical aspect to avoid phase shifts between platforms. This is a secure technological issue with e-SCM” Pascal SAINT-PIERRE, Business Developer e-SCM.*

Despite its complexity, the project was completed in a relatively short time frame, with a completion phase of 6 months and an additional deployment of 3 to 4 months. This corresponds to the time required to onboard all suppliers. This efficiency in implementation enabled the achievement of the volume objectives within 2 seasons, just within one year.



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