



Project Highlights

Customer Profile:

Rapha Racing Cycling Club is a globally recognised omni-channel retailer providing performance clothing and accessories to the cycling world via:

- Online retailing
- 16 physical outlets, 'Clubs', across the globe
- 3 Distribution Centres worldwide

Website: www.rapha.cc

Key Benefits:

- Integration of core selling channels
- Automation of complex inter-company operations
- Provision of Key Business Metrics
- Business Efficiencies and Cost Savings

Microsoft Dynamics NAV™ supports 30% YOY growth for Rapha Racing Cycling Club

Rapha Racing Cycling Club is an organisation driven by a passion to make cycling the greatest sport in the world through community building, events and top quality cycling merchandise.

Established in 2004 it is following an impressive growth trajectory, expanding its retail offering, events and café culture in cycling cities across the globe.

Business Need

Rapha needed a solution that would enable them to integrate all their selling channels and provide them with a sustainable, scalable platform from which to drive their continued expansion.

"Qixol's willingness to deliver the right solution for our business, rather than a cookie-cutter version, is absolutely what we need to ensure the sustainable scalability of our brand."

Alex Bezer, IT Director, Rapha Racing Cycling Club

Solution

Qixol have supported Rapha in implementing a three-phase solution using MS Dynamics NAV for financials, merchandising and logistics.

"Qixol bring a valuable combination of experience and understanding of real-world requirements for a global retail business – They play a key role within Rapha with knowledge spanning everything from warehousing to tax authorities"

Anthony Baldwin, IT Operations Manager, Rapha Racing Cycling Club

Benefits

Business Efficiencies

The combination of process automation and line reporting has resulted in efficiencies and cost savings.

- Rapha has been able to reduce the stock levels in store by 25% whilst also maintaining high availability on core lines.
- Increase operating cashflow by £350k
- Allow Rapha to move into more opportunistic sales channels such as "Quick Strike" event merchandise
- Improve supplier relationships by reducing in invoice to payment time by 66%

Process Automation

Qixol's approach to the implementation was to encourage Rapha to challenge their key processes. This resulted in the implementation of relevant business solutions which led to significant time savings across the business:

- Stock management
- Store based replenishment
- Stock Planning and forecast process.
- Product & Purchasing Lifecycle management

"The scope of what has been automated probably exceeds the original vision. Qixol's ability to tailor the system to meet our bespoke requirements has been a huge benefit."

Anthony Baldwin, IT Operations Manager,
Rapha Racing Cycling Club



Integration and Reporting

The integration of stock and financial information across all Rapha's business channels, has given Rapha the capability to managed their omni-channel business by delivering key reporting metric direct to user in a timely manner.

"Qixol's solution has made our buying more accurate and targeted, enabling us to reduce our stock-holding, improve our intake margins and pass the savings back to the customer by enhancing our products."

Daniel Blumire, Merchandising Director,
Rapha Racing Cycling Club

Qixol's provides Rapha's merchandising teams with "One Version of the Truth" which is vital for monitoring the performance of the current season as well as delivering insight used to plan ranges for future seasons

The Future

Rapha is looking to continue its global growth, making Qixol's implementation of MS Dynamics NAV the Master Data solution across multiple worldwide distribution centres, controlling inventory, product and financials.

Rapha intends to integrate Microsoft Dynamics NAV™ with their existing CRM application; providing greater insight into their customers' requirements and further enhancing their community focus.

About Qixol

Qixol specialise in the provision of Microsoft Dynamics NAV™, Business Intelligence and .Net applications to Retail, Wholesale and e-Fulfilment industry verticals.

At Qixol, we understand that our success depends on creating a strong, long lasting business relationship with our customers. That's why we provide only the best people to guide you through the process of implementation, support and on-going relationship management.

"There is no them and us scenario. Qixol are an extension of our tech team. Their knowledge of MS Dynamics NAV has been fundamental in our ability to grow."

Alex Bezer, IT Director, Rapha Racing
Cycling Club

The Rapha logo is written in a large, elegant, cursive script font, with a registered trademark symbol (®) at the end.

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