



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.

"The 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

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

"Bringing 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

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

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

Our 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.

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 manage their omni-channel business by delivering key reporting metric direct to user in a timely manner.

"The 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

THE FUTURE

Rapha is looking to continue its global growth, making the implementation of MS Dynamics NAV the master data solution across multiple worldwide distribution centers, 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.

GET IN TOUCH

Sci-Net Business Solutions has been built with dedication and knowledge. We strive to provide excellent customer service using world-class products. We have a team of specialists who expertise and experience in the Microsoft products and supporting applications.

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