



Hozelock goes live with Cloud based European Demand Signal Repository Solution and Demand Sensing Solution from Exceedra.

London, September 6th 2011: Today, Hozelock, one of Britain's leading gardening suppliers, announced they have successfully implemented Exceedra's Demand Signal Repository Solution. Following a previously successful implementation of Exceedra's Procast solution to generate faster and more accurate forecasting capabilities, Hozelock have now further expanded their Exceedra implementation to automate the insight and customer stock and sales information that had been gained from their customer's retail sales data (EPOS) in order to increase on-shelf availability.

A recent multiple MX Award winner and recipient of the Manufacturer of the Year Award, Birmingham-based Hozelock has a highly seasonal pan-European business in garden watering, spraying and aquatics products and a focus on providing the highest levels of service at efficient cost levels. Hozelock recognise that an in depth understanding of their customer data is critical to ensure items are always in stock, and that redundant inventory at the end of the season is avoided. Hozelock had developed a collaborative approach with their customers, collecting daily and weekly stock and sales information, but were looking for a solution that automated the data received from a variety of different sources. Hozelock needed to input the data faster and more efficiently into the forecast process in order to better service their customers.

"At Hozelock, our commitment to our customers comes first – for example, our focus on service means that we have invested in European manufacturing and have both a French and UK base to ensure quick demand turnaround," explains Terry Bennett, Director of Operations – Retail, at Hozelock. "With our customer base including leading DIY and Garden retailers in the UK, and future phases needing to expand into our international retail customers(as far away as Russia), it was crucial that we merged our customer stock and sale data into one system. We needed to be able to automate the input of retail data into the forecasting process in the shortest possible time to maximise on shelf availability."

Terry went on to further explain:"Using EPOS data provided by the retailers is one of the key opportunities that consumer goods companies have for increases in growth and revenue, and Exceedra have consistently demonstrated their expertise in this space."

Richard Nicholas, Director at Exceedra, also added: "Hozelock has again demonstrated that it is a leader in its market and truly customer centric. The capability they now have will not only improve service and responsiveness, but will ensure that stocks are fully optimised throughout the key selling season in summer across their extensive European supply chain."

The first phase of the project has focused on UK retailers. The second phase of the project will see the solution expanded out into European retailers.

About Exceedra

Exceedra, established in 1987, is a leading software vendor focused on Commercial and Supply Chain Planning. Exceedra products help companies in Consumer Goods, Manufacturing, Retailing and Wholesale sectors improve revenues, margins and service levels through improved insight and planning.

The company supports a global customer base and has a history of innovation and leadership. Exceedraare passionate about providing quality software that delivers profitable business benefits and increases productivity for our customers.

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