



Case Study:

VÉLEZ



Industry:
Fashion



Headquarters:
Medellin, Colombia

Cueros Vélez is a pioneer in the fashion world. The company has over 237 stores in Colombia, 30 internationally and a workforce of over 4,000 dedicated employees. Since its inception in 1986, the company has been at the forefront of **leather goods**. Vélez has continuously evolved and diversified its offerings in fashion, footwear, and accessories, earning its recognition as a **top player in the fashion industry**.



50%

Decrease in
shortages



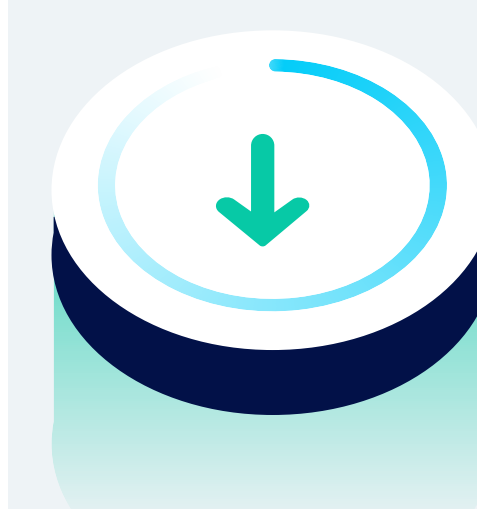
40%

Reduction in **lost sales**



13%

Increase in In-store sales

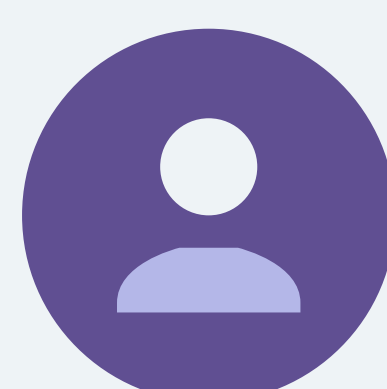


33%

Decrease in excess inventory or slow-moving products.



"Today with Onebeat, smart replenishment orders are generated daily from the distribution center to the stores to cover the shortage, reduce lost sales and achieve optimal inventory. The transfer process is very agile, today Onebeat suggests the transfers of the total SKU-store, which previously took us a week and without covering 100% of the products. Onebeat has allowed us to change the replenishment process in stores, which is a strategic focus for the company."



Andrea Uribe
Planning Director

Onebeat successfully reduced overstock and increased product's availability at Vélez's point of sales, resulting in a **13% increase in sales** and a **33% reduction of the surplus inventory**.



— Key Challenges

Cueros Vélez faced a major challenge in **inventory management**, seeking a solution to **synchronize the company's processes with real-time demand**. Due to the big amount of data, which makes control difficult, the sales team was only able to analyze 6% of store inventory, resulting in lost sales and inefficient craftsmanship. In response, Vélez focused on:

- Real-time information management to make **accurate and swift decisions in an uncertain market**
- Real-time demand-driven inventory management **to eliminate surplus and shortages** in stores
- **On-time replenishment** of products in stores
- **Smart balancing** of inventory **between** stores

✓ The Solution

Vélez looked for a solution to align its workforce and processes with actual demand. Onebeat's AI technology **delivers streamlined replenishment processes and real-time information**, enabling the company to respond promptly to customer needs and maintain optimal inventory levels at each point of sale, thereby reducing lost sales.

Results

The implementation of Onebeat's solution delivered quick and measurable results for the Cueros Vélez team. In just five months of operation, inventory levels in stores were optimized, driving sales and improving product availability. The entire process became more agile, streamlined, and manageable.

The company saw a reduction of **25% to 30%** in total inventory value, eliminating surplus stock.

Active replenishment products maintained a consistent average availability of **92%**.



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