RFID for future growth & omnichannel

Brownie

Brownie was founded in 2006 in Barcelona by Juan Morera and Mercedes Ortega. Thanks to their knowledge and expertise in the fashion industry, they decided to create a homemade clothing brand, almost artisanal, with noble raw materials and whose target includes both teenager and mature women.

Customer challenge

Brownie is a fast-growing fashion retailer with physical stores throughout Spain. To enable their future growth and realize their omnichannel ambitions, Brownie was looking for an RFID solution that offers them more insight into their operations regarding their stock accuracy and product availability.

Nedap solution

!D Cloud gives Brownie detailed insights into the actual stock levels, which also makes it possible to connect the stock of physical stores with Brownie's online platforms and offer services like Click & Collect.

In the stores, staff members perform a weekly cycle count using an RFID handheld reader and the !D Cloud app on a mobile device. !D Cloud then translates the collected data into comprehensive lists that highlight the differences between Brownie's Enterprise Resource

FAST FACTS

# Stores: 25	Technology: RFID
Software: !D Cloud	Hardware: !D Hand

Planning (ERP) system and the RFID count. Consequently, the causes of stock differences, through losses or administrative errors, can be identified and dealt with more quickly.

RFID as omnichannel enabler

"The implementation of Nedap's RFID software is the first step in our digitalization process. This technology gives us the stock accuracy level that we need to be a real omnichannel player. With the implementation of !D Cloud, we have access to structured and up-to-date information that allows us to make better decisions and significantly increase our sales."

- Albert Puyol, CEO at Brownie