

ANAPLAN REX

June 2022

BOUCHERON

AGENDA

01

INTRODUCTION &
CONTEXT

02

THE JOURNEY

03

FIRST MILESTONE

04

WHAT WE LEARNED

05

NEXT STEPS

WITH YOU TODAY



ARNAUD
JAUFFRET

*Manager - Decisional and
Transverse Pole (IT)*



CAMILA
COLMANT

*Transversal Project
Manager (IT)*



FABIEN
THOUVENOT

*Supply Chain Planning
Manager*



ANAÍ
COSTA-MARTINS

Supply Chain Planner

OUR HISTORY

SOME FACTS OF OUR EMBLEMATIC MAISON

FOUNDED IN 1858

Frédéric Boucheron
was THE FIRST of the
great contemporary
jewelers to open a
boutique on Place
Vendôme in 1893

BOLD & VISIONARY

Innovation &
freedom at the heart
of our creativity of
High Jewellery &
Jewellery creations

*Point d'Interrogation
necklace*

2004

Launch of
Boucheron's iconic
graphic collection
QUATRE inspired by
Paris' cobblestones



OUR VALUES

shaping our Maison's
future growth and
development:

EXCELLENCE
TEAM & FAMILY SPIRIT
INTEGRITY
CREATIVITY

WHAT DROVE US TO ANAPLAN?

A TRANSFORMATION JOURNEY



In Response to a **growing industry & market expansion**

DATA
AVAILABILITY &
RELIABILITY

AGILITY IN
CURRENT &
NEW
PROCESSES

TEAM
DYNAMICS &
SYNERGIES

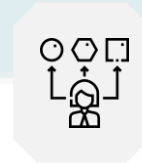
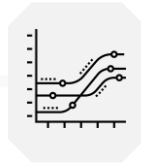
ENABLING
BETTER AND
FASTER
DECISION
MAKING

USE CASES

THRIVING THROUGH AGILITY



S2 2021



Q2 2022

DEMAND PLANNING

OPTIMERCH

POPS

What?

Forecasting

Assortment Strategy

Model Stock

Why?

Better data & agility to meet the growing demand

Digitalize & optimize current process to support strategic decisions

Respond to assortment strategy & end-to-end process improvement

How?

- Anaplan Training L.1
- Co-Build with IT and Users (2)

- Anaplan Builds
- Boucheron Project Manager + Product Owner Role
- Validation with Key Users (13)

- Anaplan Builds
- End users (2) available full-time → page building

3 months

5 months

3 months

DEMAND PLANNING

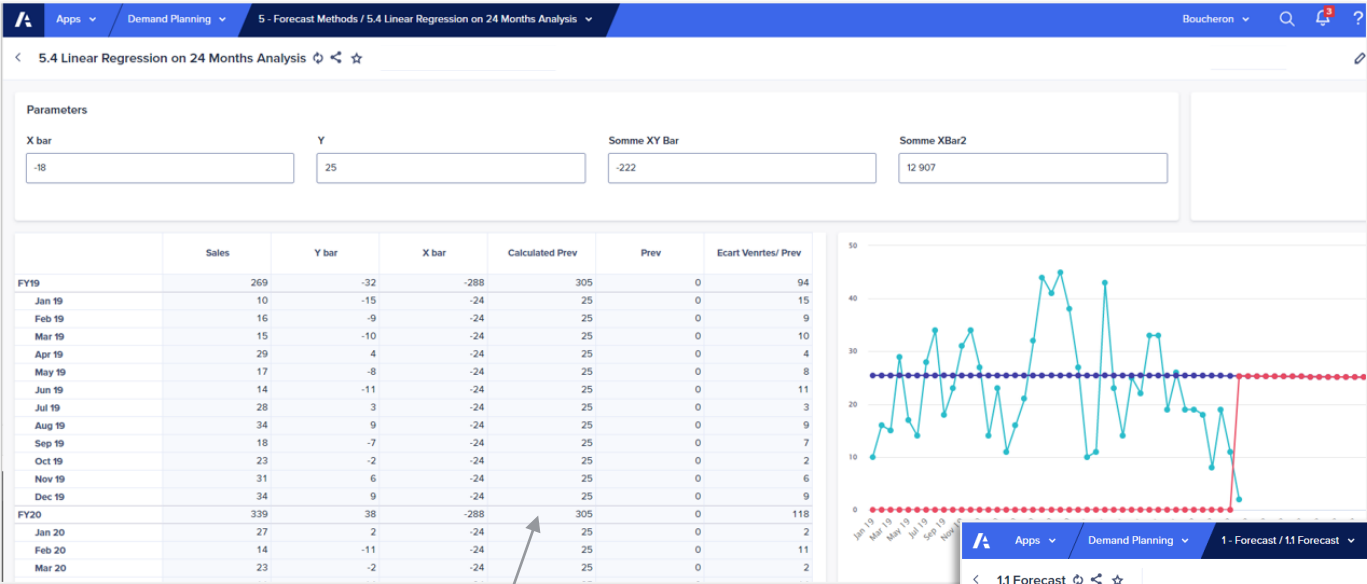
RESPONDING TO A FAST-GROWING ENVIRONMENT

Strong **complexity** on the Forecast process because of
minimal quantities & many exceptions

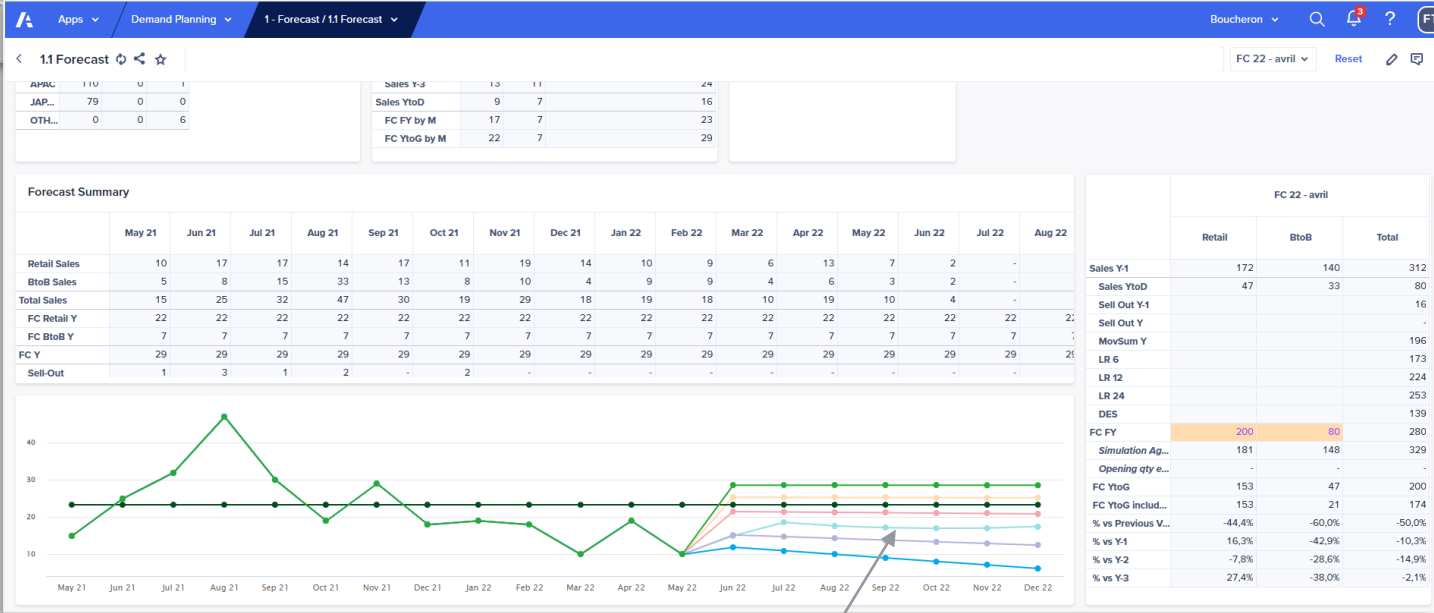
Statistical robustness thanks to a flexible tool
Before : 15 days of data collecting, excels and presentation

Co-building for the Data Hub & Uses Cases = **flexibility & continuous improvement** according the needs

FIRST MILESTONE



Simple statistical model to implement



To realize projections

MAXIMIZING USER VALUE

HOW TO MUTUALIZE SUCCESS

CHALLENGES

Change Management

Copying the existing to then optimize...

User involvement on all phases is KEY

STRENGTHS

Multidisciplinary set of skills at work

Strong **company commitment** in the design of each phase

team speaking with the same **unique voice** : delivering value

THE JOURNEY CONTINUES

EMBRACING ANAPLAN



Continuous improvement on the existing use cases



Identify new transversal use cases



Ambassador strategy → optimal adoption & implementation

THANK YOU

Q&A