

# NETSTOCK

**DaySpring reduces inventory levels with S&OP technology to achieve success**



**Company** DaySpring®  
**Industry** Distribution, and stationery

**Location** USA

DaySpring

## Challenge.

Managing inventory off complex spreadsheets

## Solution.

Invested in Netstock to scale their operation

## Result.

Reduced inventory levels by 65%, and maintained over 98% fill rate

**DaySpring** has reduced their boxed cards product line inventory from about 2 million items to 700,000. They have also maintained a 98% fill rate, which is essential to meet the high demand from each channel.

DaySpring, Cards, Inc., owned by Hallmark, is the largest global provider of Christian greeting cards, stationery, gifts, and related items. The company has a broad product line and a large customer base consisting of drug and grocery chains, card shops, religious stores, and direct sales.

Managing forecasts for over 300,000 product-customer combinations, including about 7,000 active products, DaySpring managed massive Excel spreadsheets for various product groups and functions, including separate but coordinated sales, operations, and finance plans. Trying to scale their operations was becoming increasingly complex and time-consuming while working off spreadsheets and aligning spreadsheets used by various departments.

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Jeff Nichols, Director of Analytics.

## DaySpring invests in integrated planning technology to achieve its goals

“We selected Netstock because it had a highly scalable architecture, and it also had the capabilities that we needed for sales forecasting, inventory optimization, and S&OP. Very few other solutions supported the full range of planning functionality, and we were impressed by the usability. Many solutions say they do certain functions, but they often do it in a way that’s hard or even impossible to use. Netstock did things in ways that we thought would best support our lean, high-volume processes,” says Jeff Nichols, Director of Analytics.

## A two-year rollout was necessary to increase inventory turns and establish an integrated plan between sales, production, procurement, and finance

DaySpring decided on a phased rollout plan starting with:

1. boxed cards product line and then
2. counter cards, gifts, stationery, and mixed merchandise, including the Mary Martha line of direct sales products.

Netstock provided training and integration assistance with the initial boxed cards implementation. After the implementation of

DaySpring, planning and IT personnel rolled out the remaining businesses with limited support needed from Netstock.

The phased rollout was completed by the end of the second year, encompassing global plans for the remaining DaySpring product families.

## Streamlined forecasting processes

Besides achieving significant financial benefits, DaySpring could also streamline its forecasting operations. Only two full-time planners are needed now to manage the 300,000 product-customer forecasts.

“After a little over a year, we were able to reduce inventories in the boxed cards product line by 65%, down from an average of about 2 million units to 700,000. We were also able to maintain in-stock service levels of over 98%, which is important because of the demanding characteristics of many of our channels. Excellent service is also critical to our mission of spreading God’s word,” Ron Pearson, Senior Demand and Inventory Planner.

