

DEVREO 1902



TOWARDS
AGILE
**OMNICHANNEL
LOGISTICS**

CUSTOMER STORY

 **SAVOYE**

MODERNIZING TO BETTER SERVE

DEVRED TRANSFORMS ITS SUPPLY CHAIN WITH ODATIO FROM SAVOYE TO GAIN RESPONSIVENESS, FLEXIBILITY, AND OPERATIONAL CONTROL.

Founded in 1902, Devred is a French brand of men's ready-to-wear clothing. With 332 stores in France and abroad (Belgium, Switzerland, North Africa, etc.) and an e-commerce site, the brand sells 8 million items each year.

To ensure consistent service across its network, Devred relies on three logistics sites, two of which are dedicated to mass storage and the third to daily restocking.

However, faced with new demands in the textile market (seasonality, accelerated flows, rise of omnichannel retailing), Devred has undertaken a overhaul of its logistics master plan, relying on SAVOYE's ODATiO solution.

THE SOLUTIONS IMPLEMENTED

- > ODATiO WMS, TMS, OMS
- > Labour Management



TO MEET EXPECTATIONS IN THE FIELD AND ENHANCE ITS EFFICIENCY, DEVRED HAS DEFINED THREE STRATEGIC PRIORITIES AT THE HEART OF ITS LOGISTICS TRANSFORMATION: MODERNIZATION, SERVICE QUALITY, AND CONTROL OF E-COMMERCE FLOWS.

THE TARGETS

GAIN OPERATIONAL FLEXIBILITY

Replace an outdated, overly rigid WMS with a solution capable of managing the complexity of textiles, multi-entity operations, and omnichannel flows (e-commerce, click & collect, B2B, etc.).

REINTERNALIZE E-LOGISTICS

Integrate web order management into the brand's warehouses by pooling B2B-B2C flows and simplifying carrier billing via an integrated TMS.

MODERNIZE TOOLS FOR BETTER CONTROL

Optimize service quality with a modern interface, customizable screens, integrated desktop publishing management, and a high degree of autonomy for teams in terms of settings.





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WE NEEDED FLEXIBILITY,
SIMPLICITY, AND POWER.
ODATIO ENABLED US TO REGAIN
CONTROL OF OUR WORKFLOWS
AND BECOME MORE AGILE.

JULIEN DELPECH
DIRECTOR OF FLOWS

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THE RESULTS

AUTONOMOUS AND PRECISE MANAGEMENT

ODATiO allows teams to configure their business rules, adjust fill thresholds, and monitor productivity in real time via the Labor Management module.

STRUCTURED, OMNICHANNEL LOGISTICS

Inventory management is more refined, with key features such as mixed parcels, partial shipments, order consolidation, and streamlined inter-site transfers.

A POWERFUL TOOL FOR CONTINUOUS IMPROVEMENT

Thanks to the wealth of accessible data, Devred continuously optimizes its processes.

**AUTONOMY
AND
VISIBILITY**





BUILDING THE SUPPLY CHAIN OF TOMORROW

The implementation of the ODATiO solution at Devred marks a key step in the transformation of its supply chain. The integration of this modular solution enables the brand to manage its operations in a centralized, agile, and efficient manner.

Beyond process optimization, this transformation opens up new possibilities. Devred seeks to strengthen the synergy between its store and web flows, improve service quality, and respond more quickly to customer expectations.

But the ambition goes further: to build a supply chain capable of continuously adapting to changes in the textile sector, evolving purchasing behaviors, and profitability requirements. By relying on the advanced features of ODATiO, Devred has chosen a tool that supports its teams in increasingly precise, responsive, and autonomous management.

With SAVOYE, Devred is building a logistics system capable of evolving at the pace of the market—and of carrying the ambition of a century-old brand looking toward the future.



 **SAVOYE**

www.savoye.com