

CASE STUDY ↘

A Strategic Sourcing Partnership: Cutting Costs and Accelerating Speed-To-Market

Facing razor-thin margins, a global fashion brand battled rising tariffs, volatile costs, and rule-skirting rivals. A new sourcing control tower delivered full supply chain visibility, faster decisions, and stronger supplier ties—driving smarter, more ethical sourcing and a stronger market position.



The situation

A leading global retailer with iconic clothing brands has a strong presence in markets around the world. It runs a vast network of physical stores and e-commerce platforms across multiple regions.

The company is committed to strong corporate ethics, social responsibility, and ensuring its supply chain adheres to ethical standards globally.

As the company continued to expand internationally, it recognized the need to optimize its supply chain processes, with a focus on improving transparency, accelerating goods to market, and reducing inefficiencies. Managing sourcing and production across a broad network of suppliers, including multi-tiered partners, created challenges in tracking materials, capacity, and work in progress (WIP).

The company realized that to maintain its ethical values and optimize operations, it needed a more integrated, transparent, and scalable system to manage its global supply chain effectively.

The challenge

As the retailer scaled its international footprint, its traditional, largely manual sourcing processes began to strain under the complexity of a multi-tiered

supplier network. Coordinating capacity planning with dozens of partners required extensive back-and-forth, spreadsheets and emails, leaving planners with little time for higher-value activities. At the same time, limited real-time insight into work-in-progress, material availability, and factory capacity made it difficult to flag potential bottlenecks before they caused disruptions.

These operational gaps quickly translated into mounting costs: rush freight to make up for delays and excess material waste drove landed-cost inflation, while unpredictable production and shipping lead times hindered reliable inventory flow. Expense spiraled and the retailer lacked the agility to follow fast fashion. The retailer recognized that only a fully integrated sourcing control tower—one that could automate capacity planning, deliver real-time visibility, and foster seamless collaboration with manufacturing partners—would close the gap on these challenges.

The solution

The retailer partnered with e2open on a sourcing control tower that connected its entire supply chain ecosystems. With Product Lifecycle Management, the company gained one source of truth for

every style and season, keeping product data flowing from concept to delivery.

Factory-aligned capacity planning halved manual coordination while upholding ethical sourcing and compliance at every supply chain tier while cutting costs and accelerating shipping. E2open's retail and manufacturing expertise enabled real-time tracking of materials and goods across the supply chain.



Global Retailer

Challenges

- Complex, multi-tiered supply base
- Insufficient visibility into materials and production status
- Rising freight and material costs

Solution

- Integrated sourcing control tower
- Automated Supply Shortage Management
- Enhanced Collaboration with Tier-1 and Tier-2 Suppliers

Applications

- E2open Supply Collaboration
- E2open Product Lifecycle Management
- E2open Manufacturing Collaboration

The outcome

With e2open's sourcing control tower fully operational, the retailer realized measurable business gains across cost, speed, and supplier engagement. Rush-freight spend fell by 3-5% and overall freight charges declined, driving substantial savings in landed costs.

By automating capacity planning and negotiating firm material contracts, lead times shrank dramatically—manual planning efforts were slashed by 50-70%, enabling faster decision cycles and a quicker path from concept to shelf.

On-time delivery performance climbed by 5%, ensuring the right

products arrived when and where customers expected them, which in turn boosted satisfaction and reduced markdown risk.

Enhanced transparency and collaboration cultivated stronger, more reliable partnerships with suppliers, while built-in analytics anticipated potential shortages so the team could take proactive steps before supply gaps emerged.

Taken together, these outcomes not only streamlined sourcing and production but also reinforced the retailer's ethical sourcing commitments through greater visibility and accountability across its global network.

Application

Supply Application Suite



About e2open

E2open is the connected supply chain software platform that enables the world's largest companies to transform the way they make, move, and sell goods and services. With the broadest cloud-native global platform purpose-built for modern supply chains, e2open connects more than 500,000 manufacturing, logistics, channel, and distribution partners as one multi-enterprise network tracking over 18 billion transactions annually. Our SaaS platform anticipates disruptions and opportunities to help companies improve efficiency, reduce waste, and operate sustainably. Moving as one.™ Learn More: www.e2open.com

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