

The image shows two hikers in silhouette against a bright sunset sky. One hiker is standing on a rocky peak, while the other is climbing up, reaching for the first hiker's hand. The sun is low on the horizon, creating a strong glow and casting long shadows. The sky is a mix of blue and orange, with some clouds. The overall mood is one of achievement and teamwork.

**Matthew Lawson**  
CDO Ribble Cycles

# The 5 golden rules

Hi



You're amazing



Me



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**SHIMANO**



A cyclist in black gear, including a helmet and sunglasses, is riding a road bike on a road with a guardrail. The background shows a cloudy sky and a line of trees. The cyclist is in a dynamic, forward-leaning position, suggesting speed and focus.

*“Ribble is to cycling  
what Rolex is to  
watches”*  
Square mile

Steady growth





# Priorities



**Back-office**

**Ecommerce Platform**

**Frontend website**



# Covid



9 million problems,  
but a bike isn't one!



Change all the things



ERP

WMS

Labelling

Scanners

Manufacturing

HR

Finance

Integration Platform



Scanners

Manufacturing

HR

Finance

Integration Platform

Change product setup

New ecomm integration

Completely change how sell bikes



How long?



# The 5 golden rules





People, People, People



System dictate the process



# Challenge Customisation



Who is the master.



Keep the team small



People, People, People



The project is done but the  
journey has just started



# Wins

- Building more bikes than the peak with half of the team
- Most successful stock take in Ribble's 128-year history
- Accuracy of stock / picking off the chart
- Product availability in its best position with the smallest stock file in years
- Product admin is more agile than ever before
- Optimise queries 3 seconds to 0.1 seconds for users.





# We keep on going...

Cycle counts

New Replen Process

Automation Comms Triggers – SYSPRO to ESP

Carrier Integrations

Heart of our business - DataSwitch



Your Tech is only as good as  
what people think of it.



# Thank You

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