Matthew Lawson
CDO Ribble Cycles

RAISE
YOUR
GAME

The 5 golden rules

Hi

You're amazing

Me

ao

loveholidays

RIBBLE

RIBBLE
ESTABLISHED 1897

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| Road and Track | Triathlon | MTB and BMX | bikebuilder | groupsets | special edition bikes |

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ONLY **£619.99**
VERY LIMITED AVAILABILITY
SILVER 105 EDITION
BUILD TIME 7 DAYS
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DURA ACE 9000 EDITION

11 Speed Shimano Dura Ace STI Shifters, Front Derailleur, Rear Derailleur, Brakes, Chainset, Cassette and Chain

Ribble Press Fit Bottom Bracket

Mavic 11 Speed Ksyrium Elite S 25mm Wheel Tyre System (includes Mavic Tyres and Inner Tubes)

Deda Superleggera Carbon Handlebars

"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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