

CASE STUDY: VISTA OUTDOORS

How Profisee helped them achieve their Insight Driven Enterprise.



Vista Outdoor Inc. is a leading global designer, manufacturer and marketer of consumer products in the growing outdoor sports and recreation markets. They serve these markets through their diverse portfolio of well-recognized brands that provide consumers with a range of performance-driven, high-quality and innovative products.

Challenges:

- Given the complexity of manufacturing/distributing outdoor products (e.g. style change, technology advancements, etc.) it was easy for data to go “rogue”.
- It was impossible to accurately forecast sales and identify products that weren't selling in a timely manner across specific markets.
- Plans to upgrade to new manufacturing resource planning (MRP) application were stalling out with previous attempts to master Product data – ongoing effort for 1 year with no results.

Strategy:

- Build analytical MDM solution to master 60,000 products.
- Select master data management software that works on the Microsoft stack with a quick implementation timeline.
- Design workflows to include new product rollout, retirement of old product and identification of “at-risk” products across 5 ERPs.

Outcome:

- Project work completed under 6 months with limited resources – fast time to value on implementation.
- Identified \$30M in at-risk products across 5 ERPs
- Streamlined product management rollout and product retirement workflows that have resulted in significant cost savings with efficiencies gained.
- Vista was able to relaunch MRP initiative with 30% faster deployment of new application based on clean, trusted product data foundation powered by the Profisee Platform.

