

# DELAMIBRANDS

Streamlining High Quality Inspections

DELAMIBRANDS



Users  
44



Locations  
329

Apparel &  
Fashion Retail

[delamibrands.com](https://delamibrands.com)



*Nimply empowers my team to scale our retail execution and monitoring, increasing consistency, sales growth and productivity.*

**Boysanto Pasaribu**

Commercial Director  
Delamibrands

# About Delamibrands

THE EXECUTIVE

COLORBOX

et cetera



Lee



Tirajeans®

JOCKEY

Wrangler

Established in 1979, Delamibrands is one of Indonesia's biggest apparel & fashion companies managing some of the most iconic brands in fashion in the country including The Executive, COLORBOX, et cetera, Wood, Lee, Le Coq Sportif, Tirajeans, Wood, Jockey, and Wrangler. With more than 300 stores across the nation, Delamibrands serves over 50 million consumers per year.



## Challenges

Before adopting Nimbly, the group Operations Manager (OM) collected operational reports from the retail store managers (RM) manually.



The reports were delivered verbally or written in paper, which was then typed out and sent to the Group Operations Manager through email or WhatsApp.



No photos or videos could be attached in the reports, so validation was compromised.



RMs needed to compile and rewrite the data into reports, delaying the completion and delivery of the reports by at least a few days.

The manual way of collecting reports hindered the Delamibrands' Management Team from gaining real time view of operations, and being able to respond to issues swiftly. Additionally, since the reports were coming from different sources, it was hard to track whether the reports were submitted on time, or even submitted at all.

# Nimble Solutions



Using Nimble, Delamibrands saves at least 33% of the time required for store reporting, while achieving clear and concise quality inspection supported with live photos & videos.



This digitalization also saves Delamibrands at least 17,000 pages of paper and 855 hours of manual data entry per year. The Reporting Frequency by the Retail Managers has also increased from just weekly to 2-3 times / week.

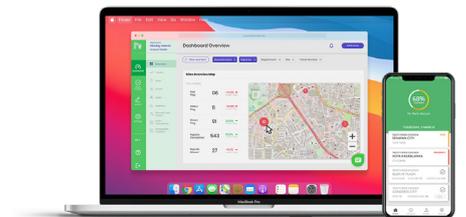


Equipped with the Issue Tracker, the Management gains real-time visibility on all issues raised.



Delamibrands is able to implement new checklists quickly, such as the new COVID protocols. The Overall Report Completion rate increased by 40%

Discover how Nimble can assist your business operations. Schedule a strategy meeting with us today.



Get Started

## Results

33%

Time saved on store reporting

40%

Increase in report completion rate

100%

Elimination of Paper