

# Helzberg Diamonds

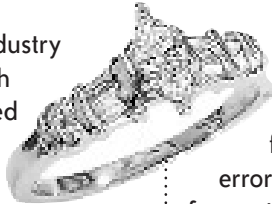
**For forecasting and inventory management, Helzberg finds a gem in K2B.**

Helzberg Diamonds, an industry leader in retail jewelry with nearly 250 stores, was faced with a serious business challenge. To continue expanding its retail presence and merchandise selection in the 21st Century, Helzberg needed a better handle on sales forecasting and inventory management.

An internal solution wasn't the answer. It didn't offer the precise data insights that Helzberg was looking for. Ramping up its own department of statisticians and math PhDs was also out of the question, as was one of the expensive supply chain packages. The key was finding an affordable, turn-key solution that fit the way Helzberg does business.

## The K2B solution

K2B offered the solution that achieved Helzberg's goals of sharpening sales accuracy, boosting inventory turns and increasing supplier-funded inventory.



Applying its advanced forecast modeling techniques, K2B produced a new sales forecast for Helzberg that reduced overall error by 16%, as well as improved forecast accuracy for advertising and promotions.

To tackle the problem of inventory management, K2B implemented its patent-pending Cash Maximization, which maximized Helzberg's free cash flow within the supply chain. Instead of merely minimizing inventory as most supply chain management systems do, K2B's Cash Maximization allowed Helzberg to make intelligent buying decisions to ensure products were in stock while minimizing inventory and maximizing free cash flow.

K2B also provides Helzberg with ongoing advanced statistical and analytical support so that the value derived is consistent, beneficial and in line with Helzberg's objectives.

K2B. Bringing knowledge to business. Yours.

### BUSINESS REQUIREMENTS:

- Improved in-stock position
- Increase supplier-funded inventory
- Boost inventory turns
- Advanced reporting capabilities

### THE K2B SOLUTION:

- Advanced forecast modeling techniques
- Cash flow and purchase planning optimization
- Ongoing expert statistical and analytical support focused on delivering value
- Real time reports linking inventory management with bottom line financial results

### RESULTS:

- Reduced forecast error by 16%
- Improved inventory turns by over 20%
- Increased supplier-funded inventory by 15%
- Instant insight into ongoing demand drivers of supply chain operations

**“K2B provides a unique and innovative business tool and service approach that is helping us grow our business more profitably. They have proven to be a powerful partner in creating increased value.”**

Ollie Keene – VP Merchandise  
Helzberg Diamonds

Helzberg Diamonds is a subsidiary of Berkshire Hathaway.

**At K2B, we help companies operate at peak efficiency and profitability by arming them with the knowledge to make smarter decisions about all aspects of the business, from sales and financial forecasts to supply chain and inventory management. To learn more, visit [www.K2B.net](http://www.K2B.net) or call K2B at 816-268-5100.**

# K2B

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