



ASICS accelerates its supply chain with data, thanks to a long-term collaboration with Climber

A GLOBAL SPORTS BRAND THAT DARES TO MAKE BOLD CHOICES

EVERYONE KNOWS ASICS for its running shoes, sportswear, and innovative technology. Behind the brand is an international organisation making daily decisions about purchasing, production, distribution, and sales. Data plays a crucial role in this process. But, like in many other organisations, the use of data and dashboards grew faster than their adoption.

“There were many reports, lots of numbers, but the business often didn’t know which ones to use – or didn’t trust them. Every department had its own Excel exports. That led to discussions instead of decisions.”

MAURICE SPRUIJT, BI Manager EMEA, ASICS

THE CHALLENGE:

From dashboards to decisions

Although ASICS has a modern BI environment (Qlik) and access to large amounts of data, each department had for a long time relied on its own exports and insights.

The consequences:

- No shared view of supply and demand
- No accurate forecast or reliable planning
- Frequent wrong decisions, overstock or missed revenue
- Significant time lost on manual work in Excel

This led to wrong products in stock, debates between departments about the numbers, and frustration among colleagues.

THE SOLUTION:

Targeted dashboards (apps), co-developed with business owners

Climber and the BI team placed the business at the center and built dashboards (apps) that provide answers to key management questions. Together, we developed several solutions that make a real operational difference, including:

FORECAST PLANNING APP

This app combines targets, forecasts, order book, and actuals in one overview, supporting the Sales & Operations Planning process. Demand planners, supply chain, and finance work from the same data, enabling consistent forecasting and better alignment. Key performance indicators such as forecast accuracy are automatically calculated and shared.

DEMAND & SUPPLY APP

The Demand & Supply App provides insight into delivery reliability, bottlenecks, and over-supply. Based on this data, teams can prioritise which orders need to be expedited, postponed, or adjusted. The app supports better decision-making around production, distribution, and customer agreements.

THE RESULT

Faster decisions, more trust, greater impact

Thanks to these apps, ASICS now works with one version of the truth, forecasts have become more reliable, and decisions are made more quickly. Teams save hours of manual consolidation, stock shortages and surpluses have decreased, and there is more calm and confidence in the supply chain. The apps have been widely adopted and increased team engagement. Most importantly, ASICS is now able to accurately predict what's going to happen, and act on it.

The partnership with Climber

ASICS has been working with Climber for years to improve its data-driven way of working — not as a vendor, but as an extension of the internal BI team.

*"Climber is not a supplier, but an extension of our team.
They know our processes, understand how retail and wholesale work,
and build solutions that match our practice perfectly. What we especially
value: they think along with us, challenge us when needed,
and always deliver quality."*

MAURICE SPRUIJT, BI Manager EMEA, ASICS

Climber is a European data analytics consultancy that helps business leaders discover valuable insights to strengthen their organisations and drive progress. By combining business understanding with technical expertise, we create analytics solutions that help organisations focus on what matters most and make better decisions — now and in the future. We call this *Creating Intelligent Business*.

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