

Case study

JYSK achieved a 25% reduction in time to market

Challenge

Getting a structured approach to and having a clear overview of weekly offers that must be versioned and vary according to the local market.

Solution

With Encode Retail Solution, the marketing departments can find everything in one system, which ensures that texts are reused and that corrections are made only once since Encode Retail Solution is integrated with SAP.

Result

25% reduction in time to market from 4 to 3 weeks.

2500+ shops that receive Encode support.



“With Encode’s system, we get greater value for our marketing money. At the same time, we avoid making mistakes and achieve higher quality. With the marketing system from Encode, we can publish offers much more frequently. Add to this that our presence, locally too, is stronger. This is why the system is an essential tool in our business.”

Jens-Henrik Jensby, Director, Integration and Digital Development at JYSK.

JYSK

3000+ stores

And 26,500 employees worldwide.

100.000.000

Number of times a person has searched for JYSK on Google in a year.

4.000.000.000

Turnover in EUROS for the fiscal year 2019/20



With stores in 52 countries around the world a clear overview is crucial for JYSK

Having a clear overview is crucial when JYSK communicates their weekly offers through several channels to stores in 52 countries around the world.

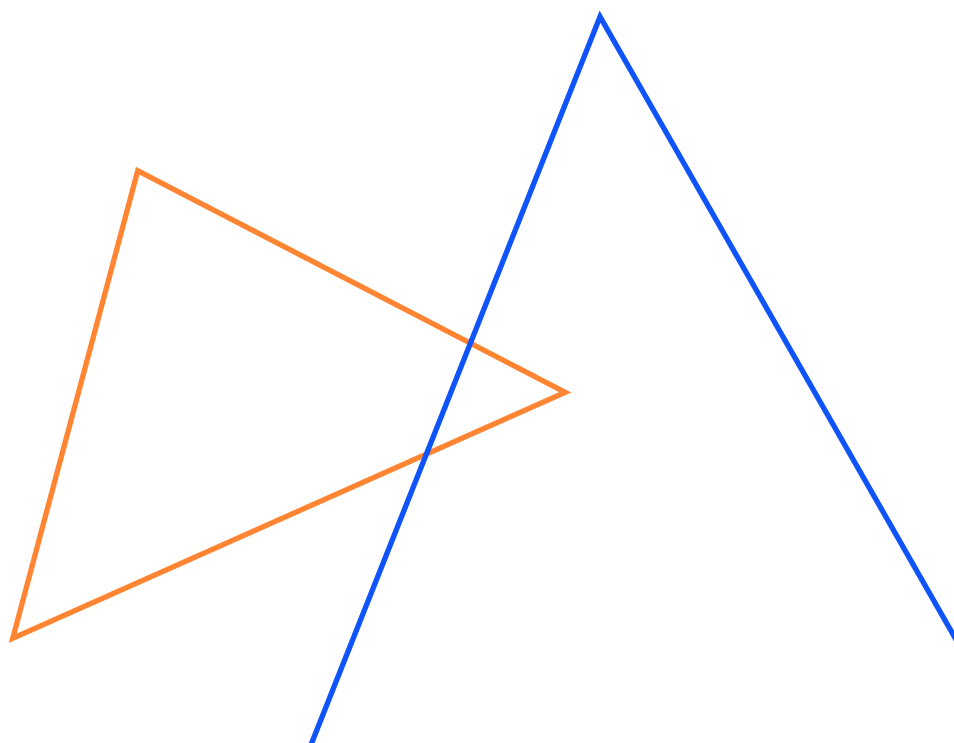
JYSK is an international retail chain that opened its first department store in Denmark in 1979 with the dream of selling everything for your home. JYSK's ambition was to show that you can always do things better and grow even bigger.

JYSK has approximately 8,000 products on their shelves, representing anything from pillows to garden furniture, towels or shelf

supports. Not all countries offer the same sizes or colours, so you need to tread a delicate balance when several offers make their way to the consumer.

The need for a more structured approach to newspaper production increased as the number of stores expanded, both nationally and internationally.

With JYSK's expansion to more and more markets also came a need for adaption to linguistic and cultural aspects and to support internal collaboration and connect systems.



In 2004, the need became so significant that JYSK needed a system to optimise its weekly offers. JYSK wanted a shared tool where everyone had access to the same information.

The aim was to make sure:

- prices were correct
- to avoid correcting texts in multiple places in their system
- to make it possible to see pictures and logos directly alongside the texts to ensure proper exports for interest drawing.

Since then, Encode has provided a consistent and structured approach to newspaper production across JYSK's different markets.

The solution has helped JYSK streamline quality assurance and has thereby reduced errors and production time

Since then, the need to market across multiple channels has only grown significantly.

Encode has continuously provided possibilities to expand the platform across the needed channels, which today makes the platform a true multi-channel platform.

Encode now supports more than 2,500 JYSK stores in more than 25 countries.

Are you ready to join JYSK and get even more value from your commercial workflows?

At Encode, we optimise workflows in retail by connecting disjointed teams and workflows with one shared platform. We helped JYSK create an organised process across +2,500 shops and 52 countries.

We would like to share some of the insights and best practices on how to gain the most value from commercial workflows. You can learn more by clicking the button below.

[Best practice meeting](#)

Encode makes everything available in one system giving a clear overview and unifying processes across countries

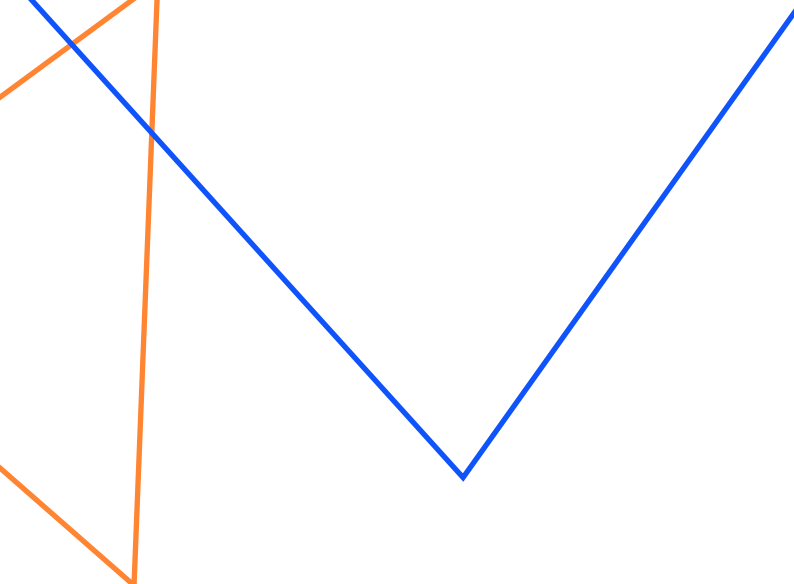
Alongside Jens-Henrik Jensby, Director, Integration and Digital Development at JYSK, Encode has been streamlining JYSK's processes and improving everyday life for the marketing teams:



"It's easy for us to get a quick overview of what's going on and whether there are some deadlines in progress, and to get an overview of which departments are running and thus also see which challenges we have, which helps us to optimise in the future."

Jens-Henrik Jensby, Director, Integration and Digital Development at JYSK.

JYSK has, among other features, chosen to add Encode's proofreading tool to their solution, to get the most cost-effective workflow.



With Encode Retail Solution, JYSK's marketing departments can find everything in one system, which ensures that texts are reused and that corrections are made only once, since Encode Retail exchanges data with SAP.

This ensures:

- a great overview
- a minimal error rate
- a higher quality of the finished material
- and that preparation has become considerably faster.

Encode's Retail Solution is flexible in its design and allows modules to be connected and disconnected on an ongoing basis.

Making JYSK able to unify their processes across countries as well as agencies.

Hungarian, Ukrainian and Danish marketing employees log in to the same system and always have the correct texts, logos and prices at hand.

This way, employees are more efficient and make fewer mistakes than before when translations, corrections and illustrations were sent back and forth via mail.

Thanks to the integration, JYSK has built an effective approach that provides all the necessary information when they need it and where it fits into the process.



"The solution is strongly integrated with our system landscape. The integration is strong because data is available where it should be. We have significantly reduced data maintenance."

Jens-Henrik Jensby, Director, Integration and Digital Development at JYSK.

6-8 weeks from the initial work in SAP to the final newspaper being slotted into the mailbox

JYSK bases the choice of items for the leaflet on insights from their SAP system.

In SAP, they select the items and locations and determine prices. The campaign is then transferred to Encode's system, where the individual items from the newspaper are processed and consolidated into several marketing objects.

It's essential for JYSK that they can follow the concepts themselves because, in this way, they can optimise their communication to both internal and external partners, which also allows them to digitise the processes even further.

The result?



"We can find and define the various deadlines for a given newspaper in a given country based on a few parameters, pages, format etc., and at the same time have an overview across all ongoing productions and campaigns. Besides this, the electronic proofing and structured use of master data is a significant advantage in their daily work."

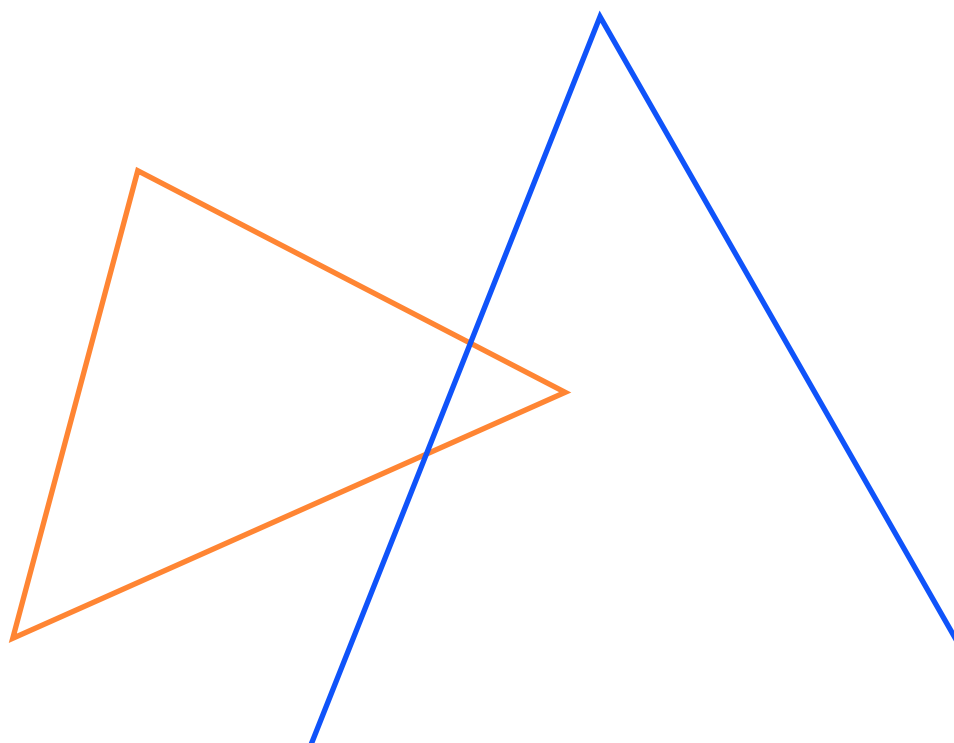
Jens-Henrik Jensby, Director, Integration and Digital Development at JYSK.

According to Jens-Henrik, the interaction between Encode and JYSK is essential when optimising their business processes.



"The interaction between us having some business needs and the fact that Encode pays attention to things that we might not have thought of. We utilise the synergies of the experience gained from different industries. Therefore, it's an advantage for us that Encode is used by several different customers so we can keep abreast of the different trends and how we can do things differently. Encode has helped us constantly make demands of ourselves and identify how we can increase efficiency at all times. Working with Encode and adapting the solution to our business processes and finding a good compromise has meant that we have continuously been able to improve our performance. We make fewer mistakes, fewer corrections, and thus spend less time and money."

Jens-Henrik Jensby, Director, Integration and Digital Development at JYSK.



JYSK and DBL plan to reduce production time with Encode's platform

In March 2019, JYSK announced that Dänisches Bettenlager (DBL) and JYSK Nordic were about to be merged under JYSK. After the merger, JYSK decided to extend its contract with Encode, which now includes both JYSK Nordic and DBL.

With a dream of greater success in the market, JYSK and DBL are now one entity, which also means working in a common direction and on the same IT platform.



"At least we have proof of concept that our process in Encode works and that it's a solution that has helped us to streamline our workflows around newspapers. Since DBL has been considering a new system, and it's obvious for us to say that we have a system that works"

Jens-Henrik Jensby, Director, Integration and Digital Development at JYSK.

JYSK has a clear expectation that they can reduce the production time at DBL, so that part of the business will end up at the same level as in JYSK. The goal is that their time to market will be significantly lower.



"If the latest period of changing an offer in our leaflet can go from 4 to 3 weeks, there is a lot of profit for us."

Jens-Henrik Jensby, Director, Integration and Digital Development at JYSK.

Together we do better

The Encode Retail Solution since 2001.

The world is getting more complex every day. So are the tasks on our clients' desks. They handle and manage vast amounts of documents, data, work procedures and complex processes. It's complicated.

Encode was based on a simple but brilliant idea back in 2001. What started as a core piece of no-code software for easy configuration and an openness to integrate with all other systems has evolved into a best of process solution. Having worked closely with international Retail clients since the very beginning has allowed us to build a best practice Retail Solution for their market operation.

Encode is put in this world to uncompllicate, strengthen and evolve. Our platform

and detailed business and domain knowledge, combined with our passionate presence and approach is the key to change and control.

We act as a part of your team and turn our shared experience and knowledge into tailor-made solutions for the relevant challenge. Our shared track record paves the way to effectiveness and opportunities.

Our solutions allow clients to spend less time on daily repetitive tasks and more time on developing their business, strengthening their skillset and creating value. We enable our clients to work smarter, look further and do better. Not leaving change to chance.

Work smarter. Do better.

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