



How Jesta supports the Furniture Business



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Introduction: Empowering Furniture Brands with Vision Suite

The New Reality of Furniture Retail

Today's furniture retailers face a complex market landscape. Many operate with siloed systems—separate solutions for stores, e-commerce, inventory, and supply chain—resulting in inconsistent data and

To thrive in this environment, furniture brands need unified technology capable of connecting end-to-end operations. Jesta I.S.'s Vision Suite meets this need: a modular, cloud-based ERP platform covering the entire supply chain and omnichannel retail

fragmented processes. The outcome is operational inefficiency and an uneven customer experience across channels.

process. By bringing together sourcing, inventory, point of sale, and analytics on a single platform, Vision Suite provides a single source of truth for all channels, from supplier to store.

KEY IDEA

Vision Suite is a modular, cloud-based ERP platform that unifies sourcing, inventory, point of sale (POS), and analytics into a single source of truth for furniture retailers.



Internal case studies reveal that Vision Suite's integrated approach delivers significant business benefits—from improved efficiency to increased sales. Eliminating stockouts through Vision's automatic replenishment can boost sales by approximately 5%. Unified omnichannel capabilities

Vision Suite's automation features streamline workflows from sourcing to fulfillment, enabling 50% higher headquarters productivity by handling twice the volume with the same staff. In summary, Vision

have increased in-store traffic by 10% and online conversions by over 10% for adopters. Retailers have also seen a 20% higher customer retention rate after implementing Vision's loyalty and omnichannel tools.

Suite empowers furniture brands to manage more efficient operations, deliver superior shopping experiences, and grow their business with confidence.



Proven Business Impact at a Glance

The following metrics summarize the impact Vision Suite can have on a furniture retailer's performance.

REMEMBER

Sales Growth: +5% revenue growth by preventing stockouts through automatic replenishment.

REMEMBER

Customer Retention: +20% increase in omnichannel loyalty through seamless and consistent experiences across all channels.

REMEMBER

Faster Fulfillment: 25% increase in order fulfillment rates (and approximately 24 hours faster delivery) through unified inventory management between stores and distribution centers.

REMEMBER

Workforce Efficiency: +50% productivity gain at headquarters, with half the manual effort, thanks to Vision Suite's automated workflows.

The rest of this eBook explores how these results are achieved, chapter by chapter, across key areas of furniture retail operations.



Chapter 1: Digital Transformation in Furniture Retail

Challenges Faced by Furniture Brands in the Digital Age

Furniture retailers have traditionally operated with fragmented systems, often using separate ERPs and technology stacks for each brand, banner, or channel. This fragmentation leads to inconsistent data, duplicated processes, and a lack of visibility across the organization. At a time when customers expect seamless experiences, these limitations directly hinder growth.

Common pain points include siloed views of inventory, slow manual workflows for planning and replenishment, as well as disjointed customer experiences between online and in-store channels. Teams spend considerable time reconciling data, re-entering information, and managing exceptions instead of focusing on strategic tasks.



WATCH FOR THIS

Siloed systems result in inconsistent data, slow decision-making, and customer disappointment when inventory or pricing differs across channels.

This chapter advocates for an integrated solution to address these pain points. By consolidating technology onto a unified platform, furniture brands

can reduce complexity, improve data accuracy, and create the foundation necessary for true digital transformation.



Chapter 2: Overview of Vision Suite – A Unified Platform

Introduction to Vision Suite

Vision Suite is presented as a unified and comprehensive platform covering both the supply chain and retail operations for furniture brands. Rather than combining multiple point solutions, retailers can rely on a single system that manages products, inventories, orders, and customers, from source to sale.

Key Modules and Capabilities

The suite is built around four main solutions: Vision Sourcing & Demand, Vision Merchandising, Vision Store & Omnichannel, and Vision Analytics. These

modules work together to support everything from sourcing and demand planning to merchandising, point of sale, and data-driven decision-making.

KEY IDEA

Key Message: An integrated system provides a single source of truth for products, inventories, orders, and customers across all channels.



By consolidating processes and data into a single platform, Vision Suite simplifies IT complexity and creates a consistent operational model across banners, geographic regions, and channels. This unified approach sets the stage for improvements in efficiency, customer experience, and growth detailed in the following chapters.



Chapter 3: Streamlining Operations for Greater Efficiency

From Manual Tasks to Automated Workflows

Vision Suite automates and standardizes processes that were previously manual or spread across disparate systems. Functions such as purchasing, replenishment, planning, and in-store operations can

be orchestrated through consistent workflows, reducing errors and freeing up staff to focus on higher-value tasks.



Case Example: Christy Sports

Christy Sports used Vision Suite to replace in-house tools and consolidate all merchandising and planning activities under a single system. This transition eliminated duplicate work across banners and enabled global planning that considers the entire business rather than isolated segments.

Specialized functions relevant to furniture and related categories, such as rental management, is integrated into the platform. This reduces the need for paper-based processes and manual coordination, decreasing the risk of errors in complex orders and services.

REMEMBER

Result: Retailers reported up to a 50% reduction in headquarters workload per business volume thanks to the automation and standardization of workflows.

By streamlining operations, Vision Suite enhances productivity at both the headquarters and store levels, supporting leaner and more agile organizations capable of handling greater volumes without proportionally increasing staff.



Chapter 4: Optimization of Supply Chain and Inventory

Inventory Management for Furniture Retailers

Vision Suite's supply chain management capabilities help furniture brands maintain optimal inventory levels and respond quickly to changes in demand. With real-time visibility of inventory in stores and

warehouses, retailers can avoid stockouts and overstocking, thereby improving fill rates while reducing markdowns.

Unified Inventory and Faster Fulfillment

For example, Vision's unified inventory enabled Christy Sports to process online orders from any store or distribution center, speeding up deliveries

and increasing customer satisfaction. Orders can be shipped from the most efficient location, improving delivery times and inventory utilization.

The suite's demand planning and replenishment tools ensure that the right products – including seasonal furniture collections – are in the right place

at the right time. Automated replenishment helps avoid missed sales due to empty shelves or unavailable items online.



REMEMBER

Vision Suite's flexibility supports rapid changes in business. When Christy Sports acquired an outdoor furniture brand, they were able to integrate new product catalogs and incorporate e-commerce within weeks, demonstrating agile supply chain integration for new ranges.

By connecting the supply chain and in-store operations, Vision Suite provides furniture retailers with the tools needed to more effectively balance inventory investment, service levels, and margin performance.



Chapter 5: Activating an Omnichannel Customer Experience

Meet customers wherever they shop

Furniture buyers increasingly interact both online and in-store when researching, comparing, and purchasing. Vision Suite helps retailers deliver a seamless omnichannel experience, ensuring

customers receive consistent service and information, no matter how they engage with the brand.

Omnichannel Capabilities

With a unified platform, retailers can offer services such as endless aisle (selling items from anywhere in the network), buy online pick up in store (BOPIS), and easy returns across channels. Unified data

During COVID-19, Vision's unified inventory enabled capabilities like curbside pickup and shipping from the store, creating a smoother cross-channel experience and directly improving customer loyalty

means that in-store associates and websites always have up-to-date inventory, avoiding incorrect information. If the site indicates an item is in stock, it is truly available for sale.

metrics. These capabilities have become fundamental expectations rather than additional options.



Loyalty, CRM, and Personalization

Vision Suite also integrates customer loyalty and CRM. For example, its real-time POS and loyalty integration helped a retailer re-engage inactive customers by enrolling tens of thousands into a new loyalty program and driving repeat visits. Personalization and targeted offers become more effective when powered by unified data on customers and transactions.

REMEMBER

Key Point: A unified commerce platform elevates the customer experience – faster service, consistent pricing and promotions, and personalized engagement – leading to increased satisfaction and retention.



Chapter 6: Driving Growth Through Insights and Decisions

Analytics as a Growth Engine

The analytics and intelligence tools of Vision Suite help decision-makers in the furniture retail industry drive growth. Vision Analytics, powered by modern data platforms, provides real-time dashboards and reports on sales, inventory, and customer trends, accessible to executives, planners, and store managers.

Key Performance Indicators (KPIs) and Data-Driven Planning

Users can easily track key performance indicators such as inventory turnover rate, GMROI, and customer lifetime value. By analyzing unified data, retailers gain insights to optimize assortments, understand which furniture styles perform best by region, refine pricing strategies, and forecast demand more accurately.

An internal return on investment analysis shows that data-driven planning with Vision can reduce inventory levels by 5 to 7% while meeting demand, and improve margins within a similar range through smarter allocations and markdown optimization. These improvements directly support profitable growth.



Built for Scale

Vision Suite also supports scalability. As the business grows – adding new stores, channels, or even acquisitions – the system adapts without requiring major reimplementation. New product lines and brands can be integrated into the same unified data model and workflows.

KEY IDEA

Vision Suite not only optimizes daily operations but also provides the analytical foundation for continuous improvement and strategic growth.



Chapter 7: Success Story – Unifying an Omnichannel Retailer

Christy Sports & Leisure Living: A Unified Platform in Action

This chapter presents a real case study of Christy Sports, a retailer with a complex operation including ski shops, patio furniture stores, and rental services. Before Vision Suite, Christy used multiple ERPs and maintained siloed data by banner, which limited visibility and growth.

By implementing Vision Suite as a unified solution, Christy was able to unify multi-banner operations – combining winter sports and furniture activities – on a single platform. They deployed Vision Suite in over 60 stores and five brands in less than two years, enabling true omnichannel commerce with unified e-commerce and store inventories.

The implementation also supported the launch of a new loyalty program, leveraging Vision's integrated POS and CRM capabilities. Redundant systems were eliminated, and Christy achieved real-time enterprise inventory control, essential for managing both winter sports inventory and a new summer furniture line under a single view.



REMEMBER

Thanks to unification with Vision Suite, Christy Sports experienced faster processing options, such as curbside pickup during the pandemic, improved customer satisfaction, and a scalable foundation to support future growth and diversification.

This success story demonstrates that Vision Suite can integrate diverse product lines, including furniture, and support aggressive expansion without compromising operational efficiency or customer experience.



Chapter 8: Conclusion – Vision for the Future of Furniture Retail

Bringing it all together

The conclusion chapter reinforces that Vision Suite is an enterprise-ready solution, offering unified commerce and supply chain excellence for furniture brands. Throughout the eBook, it has been demonstrated that it unifies operations, enhances efficiency, enables superior omnichannel capabilities, and drives data-driven growth across the business.

For furniture retailers, the key benefits include a single version of the truth across channels, automation that reduces manual effort, improved customer experiences, and a platform that supports both current needs and future innovation. Vision Suite provides the stability and flexibility required to introduce new channels, brands, or partnerships without needing to rebuild the technological foundation.

Preparing the future of furniture retail

Looking ahead, having Vision Suite in place positions furniture brands to leverage emerging technologies such as AI-based forecasting, advanced clienteling tools, and more sophisticated personalization. Vision's roadmap is designed to support these capabilities, enabling retailers to adopt innovations as their strategies evolve.



KEY IDEA

Investing in a unified platform now not only addresses today's operational and customer experience challenges but also prepares the business for the evolving retail landscape.

With Vision Suite, furniture retailers can confidently pursue omnichannel innovation and customer-focused growth, supported by a proven technology partner and an integrated, scalable platform.





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