

CASE STUDY



The World's Leading Vacation Retail Curator, Starboard Group's, AI-Enabled Merchandise Planning Success Story

enVista guides the world's leading vacation retailer through comprehensive planning optimization, delivering unified forecasting, inventory management and assortment planning across 88 ships



The Company

Starboard Group is the world's leading vacation retail curator at sea. The organization partners with more than 750 brands to provide a wide range of special offerings, such as "first at sea" brands, customized cruise line brand mementos, destination-inspired artisanal goods, sustainably sourced products and industry-first digital encounters.

Starboard currently operates across 14 cruise partners with 88 ships and 3 resort locations. Due to its inherently transient nature, Starboard has unique supply chain and merchandising requirements and a widely variable customer base.

The Opportunity

Starboard's unique business factors like destination and customer demographics, rapid assortment changeovers at the port of call and limited ship capacity created challenges when forecasting demand, buying inventory and curating ship assortments.

The company's existing assortment and inventory planning solution was highly customized and complex. Starboard saw the opportunity for process improvements such as introducing enhanced automation and AI integration.

Starboard had many promising opportunities for growth at the beginning of the project, including:

- Planning solution system adoption
- Demand forecasting
- Optimize inventory levels
- Customer service levels

To fully optimize in the above areas, Starboard needed an enhanced planning solution that would continue to support its complex business model and contribute to its ambitious growth goals.

Starboard chose enVista to be its trusted partner on this journey.



enVista's Solution

Step 1

enVista's retail commerce team collaborated with Starboard's executive and project leadership teams to evaluate the company's near- and long-term strategic growth imperatives. This included reviewing Starboard's three-year strategic plan and aligning the project's short-term goals with the company's broader objectives.

Through this process, enVista helped Starboard define its guiding principles and identify baseline capability requirements of a software solution to enable Starboard's strategic imperatives.

Step 2

With the project's guiding principles established, enVista conducted a comprehensive assessment of Starboard's processes, comparing its current-state planning processes against its future vision to identify essential application capabilities and specific solution requirements. This set the foundation for an efficient selection process, including only vendors that aligned with Starboard's long-term goals.

Starboard's primary requirement was a unified, end-to-end retail planning solution that offered:

- Robust AI and forecasting
- Mature merchandise financial planning
- Dynamic assortment planning
- Advanced inventory allocation and replenishment



Step 3

After gathering Starboard's unique user requirements, enVista applied its vendor-agnostic, data-driven system selection methodology to provide a structured approach that ensured an unbiased evaluation aligned with Starboard's long-term vision.

During this project phase, enVista guided Starboard through:

- A detailed request for proposals (RFP)
- Tailored demonstration scenarios
- A rigorous evaluation of the functional, technical, cultural and financial viability of four leading retail planning software vendors

enVista's retail consultants became an extension of Starboard's team during this project, providing expert counsel every step of the way and ensuring constant alignment with the guiding principles and strategic vision that were defined at the beginning of the project.

enVista's Edge: enVista's retail consultants didn't let Starboard settle for generic vendor demonstrations. We worked closely with each software vendor to incorporate Starboard's specific scenarios and requirements into their demos. This gave Starboard a properly detailed and tailored preview of the systems in consideration and led to a much more informed selection.

Step 4

After a rigorous and collaborative selection process, Starboard selected Impact Analytics as the partner best aligned with its strategic vision. The selected applications—**PlanSmart**, **AssortSmart**, **InventorySmart**, and **MondaySmart**—will offer Starboard a fully integrated suite, including comprehensive advanced analytics and AI-driven forecasting capabilities.

Step 5

Following Starboard's selection of Impact Analytics, enVista developed a comprehensive implementation business case and project plan, outlining:

- Total cost of ownership
- Expected return on investment
- Projected time-to-value
- Detailed implementation roadmap to guide deployment
- Alignment with targeted timeline and budget expectations

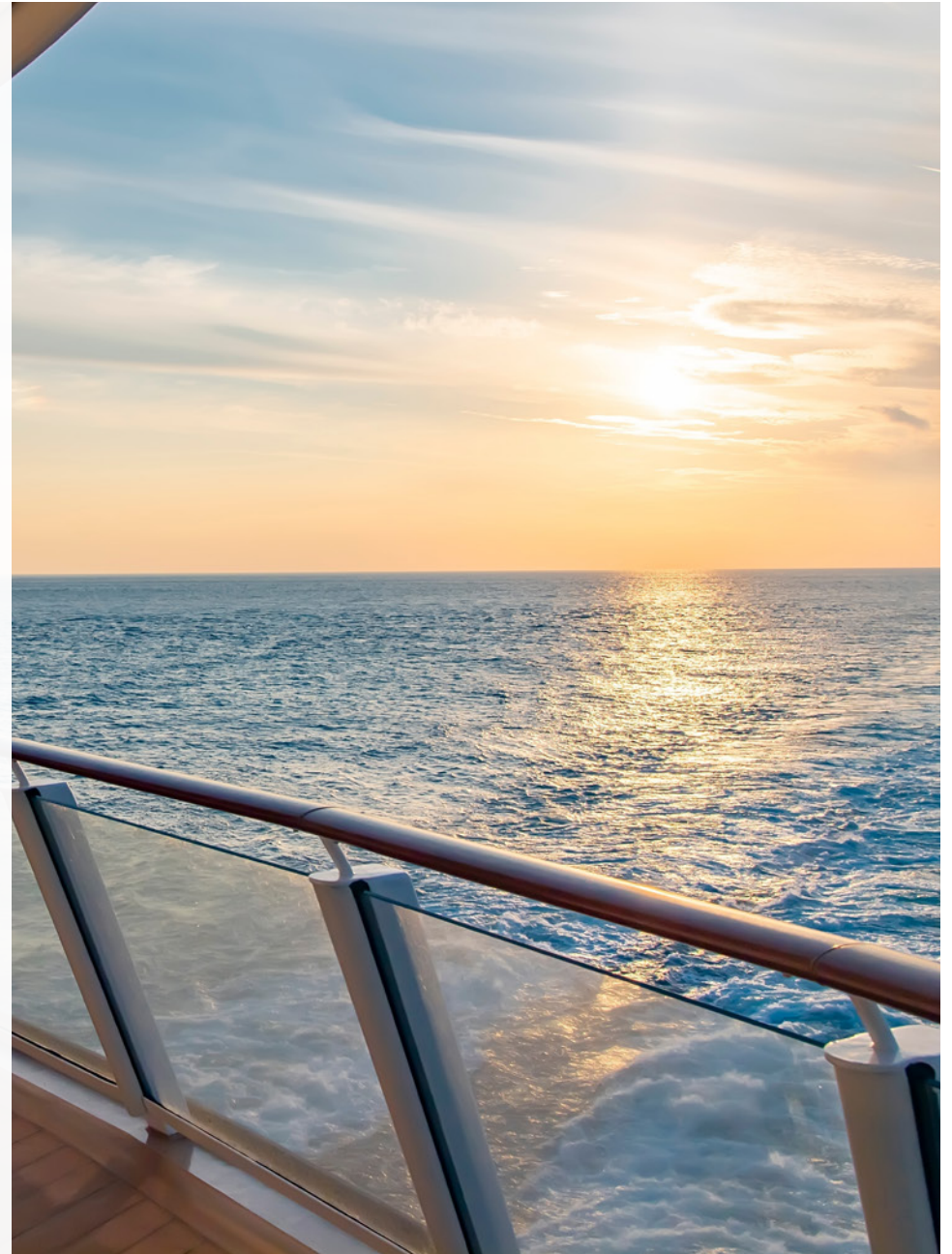
enVista's retail consultants are currently supporting Starboard's implementation of Impact Analytics, starting with a detailed future-state process design to ground the implementation in best practices for application design and configuration. This foundational step will keep Starboard and Impact Analytics aligned on delivering a solution that meets Starboard's strategic objectives.

The Results

With the four new Impact Analytics systems in place, Starboard expects to experience the following benefits:

- Increased ability to identify and address profitable revenue opportunities
- Improved forecast accuracy
- Optimized inventory productivity and turnover
- Reduced technical debt
- Elimination of redundant manual planning processes

enVista's retail consulting team will continue to serve as Starboard's trusted advisor and advocate, supporting system and process design and leading the development and execution of a comprehensive change management strategy to ensure strong user adoption and maximize return on investment and system value in support of Starboard's future goals.



Let's have a conversation.®

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