

CASE STUDY

ASMODEE IMPLEMENTS IVALUA TO OPTIMISE ITS SUPPLY CHAIN

CUSTOMER DESCRIPTION



Asmodee, a global leader in the tabletop games industry, is a major player in the entertainment sector. With more than 2,200 employees worldwide, the company enables players from all over the world to discover and enjoy one of the largest catalogues of board and card games.

In 2023, Asmodee's Group Supply Chain team, in charge of the sourcing and Supply chain of internally published games, decided to equip itself with Ivalua software to optimise its Supply Chain processes. This solution is now at the heart of Asmodee's operations, enabling the company to increase its efficiency.

CUSTOMER CHALLENGES

Facing sustained growth and increasing complexity of its Operations, Asmodee initiated a transformation program, dedicated to the digitalization of its Supply Chain function. The main aim of this program was to streamline procurement business processes and improve communications between different internal teams as well as with Suppliers. The initiative also aimed to strengthen Asmodee's control over its global supply chain, by improving the visibility and efficiency of its procurement activities.

The objectives covered included :

**IMPLEMENT A UNIFIED
PROCUREMENT DIGITAL SOLUTION
TO REPLACE MANUAL PROCESSES
AND LEGACY TOOLS**

**DEPLOY THE SOLUTION TO
COMPREHENSIVELY COVER
ASMODEE'S INBOUND SUPPLY
CHAIN ACTIVITIES**

**MANAGE THE COMPLEXITY OF
ALIGNING DIVERSE STAKEHOLDERS
AND ENSURING ADOPTION**

ANSWERS PROVIDED

- > Support for the construction of an IVALUA Core Model ready to be adapted throughout the Asmodee Supply Chain (EU and US).
- > Digitalisation of supplier relationship management processes, management of RFQ and production follow-up.
- > Construction of reports enabling users to benefit from indicators specific to their business (Quality, Purchasing, Production).
- > Adoption of an agile methodology enabling new functionalities to be delivered every 3 months.
- > Activation of the following Ivalua modules: SRM, Sourcing, Catalog, Purchase requisitions, Order, Program, Reception.
- > Interfacing Ivalua with existing Asmodee information systems.

GAINS OBTAINED

- + Successfully deployed Ivalua in few months to ~30 end-users.
- + Extensive adoption by over 100 suppliers.
- + Fully integrated Ivalua into the IT Ecosystem (ERP, BI tools, etc.) via a middleware solution, serving as a proof of concept for the entire company.
- + Established greater discipline in procurement processes, enhancing supplier management and improving procurement efficiency.



The implementation of IVALUA was a strategic milestone for Asmodee. With CYRIAS's expertise and support, we were able to achieve the delivery of this project. Beyond the project delivery, they continue to accompany us on the maintenance of the solution, supporting our continuous improvement cycle.



DEVELAY Alexandre

Asmodee

Head of Transformation

Publishing/Supply Chain

KEY FIGURES



Asmodee turnover: €1.3 BN
net sales FY23/24

IVALUA



+100 suppliers onboarded



+50 M€ Direct Spend
under Management



+200 RFQ/year



+6000 PO/year