

CASE STUDY

How Bath & Body Works Deployed buffers.ai Across Two Markets in 2 Months

Automating ~70% of inventory replenishment, scaling from Israel to Germany with reusable buffer configurations and flexible inventory control.

~70%

Process Automation

2 mo

Deployment Speed

2

Markets Live

OVERVIEW

From Single Market to Cross-Market Operations

Bath & Body Works (Delta Israel Brands Ltd.) operates retail stores across multiple markets, where inventory replenishment must balance automation with the flexibility to react to local demand. Before buffers.ai, the team relied on a fragmented system stack that required significant manual intervention to keep stock levels aligned with sales.

After implementing buffers.ai, the team automated roughly 70% of its replenishment workflow, rolled out the system in approximately two months, and successfully replicated the deployment from Israel into Germany using the same buffer configurations.

THE CHALLENGE

A Fragmented System Stack Limited Automation

Before buffers.ai, the existing setup made it difficult to scale inventory operations efficiently:

- **Fragmented Systems:** Disconnected tools created data synchronization gaps between ERP, logistics, and store-level operations.
- **Manual Intervention:** Inventory adjustments and stock pushes frequently required hands-on work, limiting overall efficiency.

- **Cross-Market Complexity:** Operating in multiple markets meant configurations and processes had to be rebuilt rather than reused.
- **Onboarding Friction:** Limited visibility into documentation slowed ramp-up time for new users and increased reliance on internal experts.

Manual Inventory Adjustments — Slowing operations and limiting the gains available from automation.

IMPLEMENTATION

Two-Month Deployment with Cross-Market Reuse

buffers.ai was deployed in approximately two months with minimal disruption to ongoing retail operations. After the Israeli stores went live, the team replicated the rollout into Germany by reusing the existing buffer configurations.

- Rapid two-month implementation across the initial market
- Reuse of Israeli buffer configurations for the German rollout
- Only minor local adjustments required during cross-market deployment
- Support for manual stock push, assortment changes, and flexible inventory control
- Effective transfer of operational knowledge between markets

OPERATIONAL IMPACT

The Transformation in Practice

Before buffers.ai

- Manual inventory adjustments
- Fragmented system environment
- Single-market configurations
- Slow onboarding for new users

After buffers.ai

- ~70% of process automated
- Flexible rule-based control
- Reusable configs across markets
- Path toward ~90% automation

It's a very smart system with a wide range of capabilities and functionalities, which creates strong potential for further optimization as usage matures.

— Anat Ralbag, Commercial Manager, Bath & Body Works (Delta Israel Brands Ltd.)

OPERATIONAL IMPROVEMENTS

Flexible Control, Scalable Operations

- Flexible Stock Allocation:** Manual stock push, assortment adjustments, and rule-based control give teams hands-on flexibility when needed.
- Cross-Market Scalability:** Buffer configurations and operational knowledge transfer cleanly between markets, enabling fast new-market launches.
- Strongest Performer in the Stack:** Among the systems currently in use, buffers.ai delivers the most reliable support for day-to-day operational needs.
- Optimization Headroom:** Built-in capabilities surface ongoing optimization opportunities as usage matures and integrations deepen.

MEASURABLE RESULTS

~70%	~2 mo	2	~90%
Process automation today	Initial deployment time	Markets live (IL, DE)	Target automation

CONCLUSION

buffers.ai Becomes a Core Operational Asset Across Markets

By implementing buffers.ai, Bath & Body Works moved from fragmented, largely manual inventory management to an automated and flexible operation — achieving ~70% automation, a fast two-month deployment, and seamless cross-market replication from Israel to Germany. With clear headroom toward ~90% automation as integrations mature, buffers.ai is positioned to deliver compounding value across the operations stack.

Among the systems currently in use, buffers.ai has proven to be the strongest performer in supporting our operational needs.

— Anat Ralbag, Commercial Manager, Bath & Body Works (Delta Israel Brands Ltd.)