



How did Primark get the required support to **digitalise its distribution centre successfully?**

Company

Primark

Country

UK

Onboarding

3 weeks

Assets

464





About Primark

Primark, also known as Penneys in select regions, is a globally recognised fashion retailer with a rich history dating back to 1969. Known for its accessible and stylish clothing, Primark is one of the largest brands in the world and has over 390 stores across 14 countries. Primark's unique business model offers a wide range of clothing at comparatively low prices and has made excellent progress in its commitment to sustainability and ethical practices as it has adapted to new demands and an evolving fashion industry.

What challenges were Primark's maintenance team facing in their UK distribution centres?

Infraspeak's main point of contact was Andrew Voisey, Maintenance Manager at Primark. Recently promoted, he was the man in charge of handling the logistics of one of

the brand's largest distribution centres in the UK and overseeing the digitalisation process that would propel the organisation forward.

Andrew and his team faced the daunting challenge of trying to manage a major distribution centre **using spreadsheets and paper!** The distribution centres are huge buildings split into several zones, and this added **incredible operational complexity to the maintenance process.**

As an international brand, Primark has committed itself to sustainability. This means integrating recycling, efficiency and transparency into all areas of the value chain and having manual operations for maintenance meant that they were falling short of their promise — a software solution was urgently needed.

When you consider that their distribution centres are nearly 1 million square feet and are the size of a "small village", you begin to understand how pressing this need was. **It was unthinkable to continue to use tonnes of paper and a giant spreadsheet to manage these processes.**

What made Infraspark stand out from the crowd?

Whilst securing the best price was obviously a priority, Andrew and the team understood that to handle the digitalisation of a project with this size and scope, they would need to choose wisely. They got in touch with a number of solutions and wanted to show them the site so that they had a true understanding of the space. **Primark was looking to invest in a solution that would fix their issues today and future-proof their operations.**

They valued, above all else, the fact that **Infraspark sent customer success to the sites to meet Andrew and the team and properly assess the viability fit of the Infraspark IMMP with the operational challenges at hand.** Primark struggled to find appropriate suppliers available to make the on-site visits needed to tackle a project of this size.

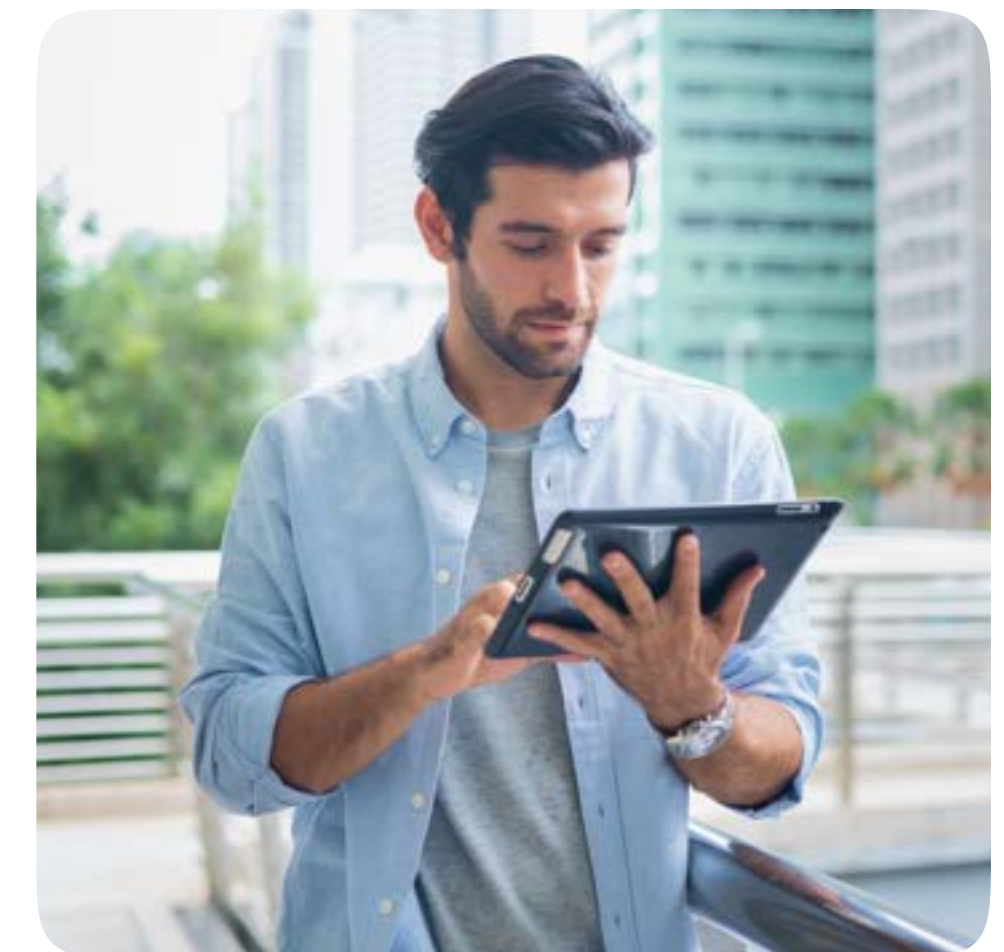
Understandably, they wanted to transform ‘a small village’ and wanted to have the confidence that the people they were trusting were the best people for the job. Infraspark

showed up, and this built excellent relationships and trust with Primark.

How has Infraspark improved Primark’s operations?

As well as the obvious benefit of **mapping a long and complex asset list of over 400 units**, Primark isolated two major improvements to their operation following the implementation of Infraspark’s IMMP. The first relates to the **relationship between the distribution centre and the shop floor** — whenever an issue is spotted, there is now a direct way for shop floor staff to report this to the maintenance team, and it is a lot easier to see what materials are missing or what contractors are needed.

Another major improvement is the **mental health and life quality of the team!** They expect to have preventive maintenance fully operational soon. This will save hours of work and stress for Andrew. Rather than worrying about the progress of tasks, **operators can simply “rest and look at the Dashboard” — everything is running more smoothly and transparently.**





Intelligent Maintenance Starts Here.

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[Talk to our experts!](#)





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