CLIENT CASE STUDY

Transforming FP&A at Boozt for smarter, faster decisions

About Boozt

Boozt is a leading Nordic online retailer headquartered in Malmö. The company primarily serves the Scandinavian market but has expanded its reach to customers across Europe. Founded in 2011, Boozt has grown rapidly, becoming a prominent name in online fashion retail. To support the growth strategy and drive better decision-making, the company needed a robust, centralised FP&A tool.

Service line:
Pigment implementation

Industry:
Retail

Employees:
1200

Annual revenue:
£670 million

Location:
Malmö, Sweden

Measuring the impact

Weeks → days forecasting

Planning cycles cut from weeks to days with Pigment automation.

Single source of truth

Connected all FP&A data into one centralised platform.

360° financial visibility

Real-time insight into revenue, workforce and costs.

Scalable FP&A foundation

A flexible model built to evolve with Boozt's growth.

Scaling ambitions: overcoming FP&A inefficiencies

As Boozt continued to grow and set more ambitious financial targets, the finance team's existing FP&A process, largely built and managed in Excel, became increasingly inefficient and difficult to scale.

While Excel offered flexibility in the early stages, it lacked the structure and automation needed to support a fast-growing business. The team struggled with version control, data consistency and manual updates, limiting their ability to focus on value-added analysis. Managing and updating the models often fell to one person during each budgeting and forecasting cycle.

Time saving features and functions

Real-time dashboards providing instant visibility into key metrics and trends.

Automated data flows removing the need for manual uploads and reconciliation.

Scenario modelling tools allowing teams to test assumptions and forecast outcomes in minutes.

Integrated collaboration ensuring finance, HR and operations teams work from the same data.

Our approach

Boozt wanted to work with a partner that had proven experience in implementing the Pigment FP&A tool. They needed more than technical expertise; they wanted a team that understood the demands of FP&A in a fast-growing e-commerce business

Once engaged, our team adopted a structured and collaborative delivery approach designed to ensure transparency, speed and alignment across every stage of the project:

- Conducted detailed discovery sessions to assess Boozt's existing planning models, data flows and reporting requirements.
- Delivered targeted demonstrations of Pigment, illustrating how specific modules could automate forecasting, workforce planning and operational reporting.
- Defined a clear project scope, mapping data sources, integration needs, use cases and delivery timelines to ensure alignment on expectations and outcomes.
- Built and refined the solution iteratively, incorporating feedback from Boozt's FP&A team to validate logic, usability and performance.
- Performed comprehensive user testing, training and final adjustments prior to go-live to guarantee adoption and continuity.

With Boozt's FP&A team now using a centralised, connected platform, they have gained better control, more accurate data and more efficient planning workflows. The team saw real value in the solution very early on, modelling the impact of strategic headcount changes in just a few days instead of weeks.

Pigment's agility has enabled the team to respond quickly to business needs. Having a flexible and scalable planning platform has improved their ability to plan proactively, align across teams and support faster, data-driven decision-making across the organisation.

They now have a higher level of data granularity, allowing them to drill into specific cost drivers and performance metrics with ease. Monthly forecasting requires minimal manual effort, a task that was previously time-consuming and difficult to manage in Excel.

Solution outcomes

Centralised FP&A platform

One connected workspace unifying finance, HR and operations data.

Faster scenario modelling

Weeks of Excel work reduced to days through automation.

Granular insights

Drill down into key cost drivers and performance metrics in real time.

Agile forecasting cycles

Monthly forecasts completed with minimal manual effort.

Empowered finance team

Analysts now focus on strategic analysis, not data maintenance.

About VantagePoint

VantagePoint is a global technology and advisory consultancy empowering organisations to unlock the value of finance by unifying their people, processes and systems.With a strong emphasis on detail, VantagePoint's mission is to educate, inspire and enable business leaders to become champions of technology and transformation. The company is dedicated to delivering tangible value to its partners, linking every action back to business strategy.

VantagePoint's aim is to be the company that businesses aspire to work with when going through a finance technology change.