



Psycho Bunny Scales From Startup to Enterprise with Unified Omnichannel Operations

Customer Success Story

Overview

Psycho Bunny is a premium lifestyle brand that operates nearly 150 retail locations globally, along with expanding international presence through franchise partners. As they rapidly scaled from a [Shopify](#)-first startup to an enterprise operation, their fragmented systems couldn't keep pace with growth. Deposco helped them unify their entire omnichannel ecosystem, from inventory management to order fulfillment across stores and distribution centers.



90%
Reduction in short ships through improved inventory accuracy



20-30%
Increase in Available-to-Sell (ATS) inventory across store network



60-70%
Of inventory now available for sale during business hours plus overnight fulfillment



Challenges

Psycho Bunny's explosive growth exposed critical gaps in their technology infrastructure. Starting with Shopify for their first store, they quickly outgrew basic inventory systems as they expanded to multiple locations. Their attempt to upgrade to BrightPearl, [a light ERP system vs. a dedicated WMS](#), still left them struggling with visibility and inefficiencies.

The company faced fragmented systems that couldn't scale with rapid store expansion; poor inventory visibility, which led to selling products they didn't actually have in stock; and delayed order processing due to a lack of unified logistics management. They couldn't leverage store inventory for omnichannel fulfillment, and manual processes restricted operational efficiency across their growing network.

The breaking point came when they needed a proper enterprise solution that could handle their complex requirements: unified inventory across all locations, real-time visibility, and the ability to fulfill orders from any location in their network.

Solution

Deposco provided Psycho Bunny with a unified [omnichannel retail platform](#) that connected their entire selling ecosystem. The implementation focused on three critical areas that would transform their operations.

The **unified inventory management system** enabled real-time inventory tracking across all store locations and distribution centers, providing accurate available-to-sell calculations and [preventing overselling](#).

Omnichannel order fulfillment through **intelligent order routing** allowed any location to fulfill customer orders, including [ship-from-store](#) capabilities that turned retail locations into mini-fulfillment centers.

The **enterprise-scalable, cloud-based architecture** was designed to support rapid expansion, including international growth and franchise operations. The solution [integrates with their existing Shopify ecosystem](#), maintaining their ecommerce-first approach while adding enterprise-grade warehouse and inventory management capabilities.



“We were selling inventory we didn't actually have in stock, which put us at risk of disappointing customers after we'd already made the sale. Once we matured on the Deposco system, we saw our short ships drop dramatically from 10% to just 1%. Now, we can make those promises and know that we won't break them.”

Jean-Aymeri Magistris

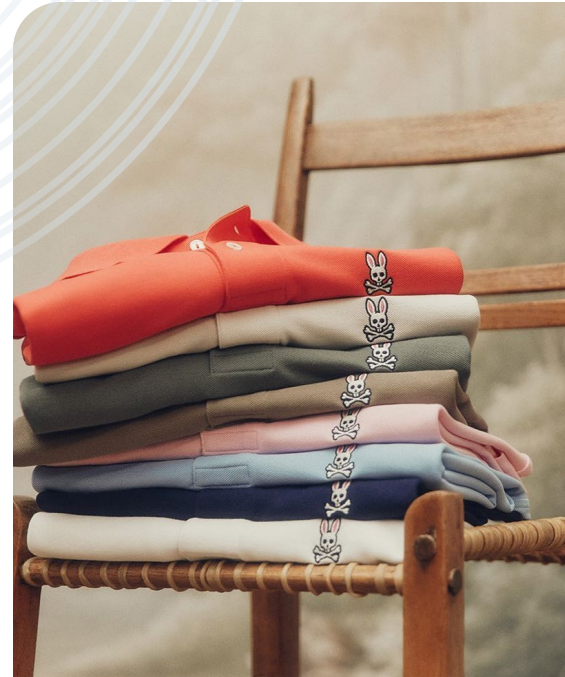
VP of IT, Data & Analytics and PMO,
Psycho Bunny

Results

The transformation delivered immediate operational improvements, positioning Psycho Bunny for continued growth across multiple dimensions.

Short ships plummeted by 90%, virtually eliminating the costly problem of selling unavailable inventory. [Available-to-promise \(ATP\)](#) stock increased from 20% to 30%, with 60-70% of store inventory now available for sale during both business hours and overnight fulfillment windows. The unified system enabled Psycho Bunny to recover during Black Friday challenges by opening up store inventory for fulfillment, ultimately hitting their revenue targets through flexible order routing.

The scalable platform now supports international expansion into the UK, Germany, and Italy, with franchise operations in Dubai and more locations planned.



How Deposco Supports Micro-Fulfillment

Enabling your micro-fulfillment strategy in store locations reduces shipping costs by positioning inventory closer to customers while meeting elevated customer expectations for fast delivery.

[Learn how](#)

Get In Touch

Speak to a Supply Chain Expert Today!

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