

DreamLand



Bart Nouwen

Head of ICT



Who's DreamLand?

Koen Nolmans quote: "You ain't seen nothing yet"



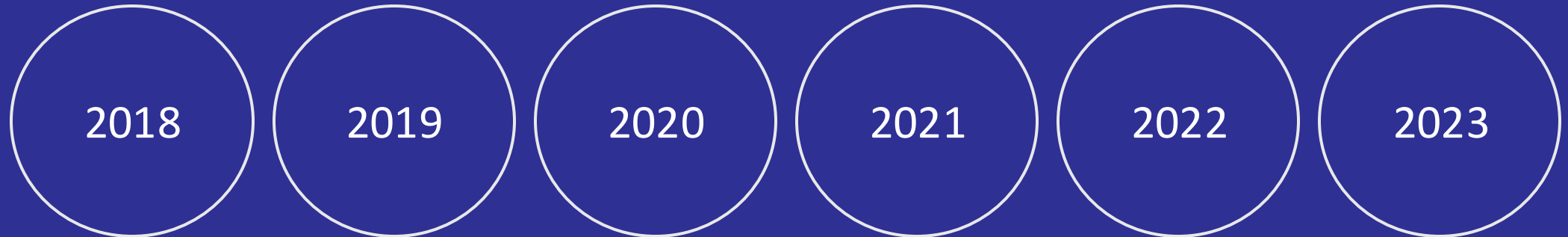








ToyChamp financials



TURNOVER

26,5mln

45,7mln

67,5mln

68,4mln

79,2mln

82,1mln

EBITDA

2,4mln

5,0mln

11,0mln

12,0mln

13,4mln

9,4mln





Group financials 2024



TURNOVER

94,4mln

232,4mln

218,7mln

545,5mln

EBITDA

11,0mln

10,7mln

11,6mln

33,4mln





Business Challenges 2025 – 2026

ICT

Functional organisation

Brand transition DreamLand

Relocation Warehouse/HQ Bilzen



Why a new ICT landscape?

It's much more than just an ERP!



Why

- Legacy replacement
- Scalability M&A



How

2019 – new WMS

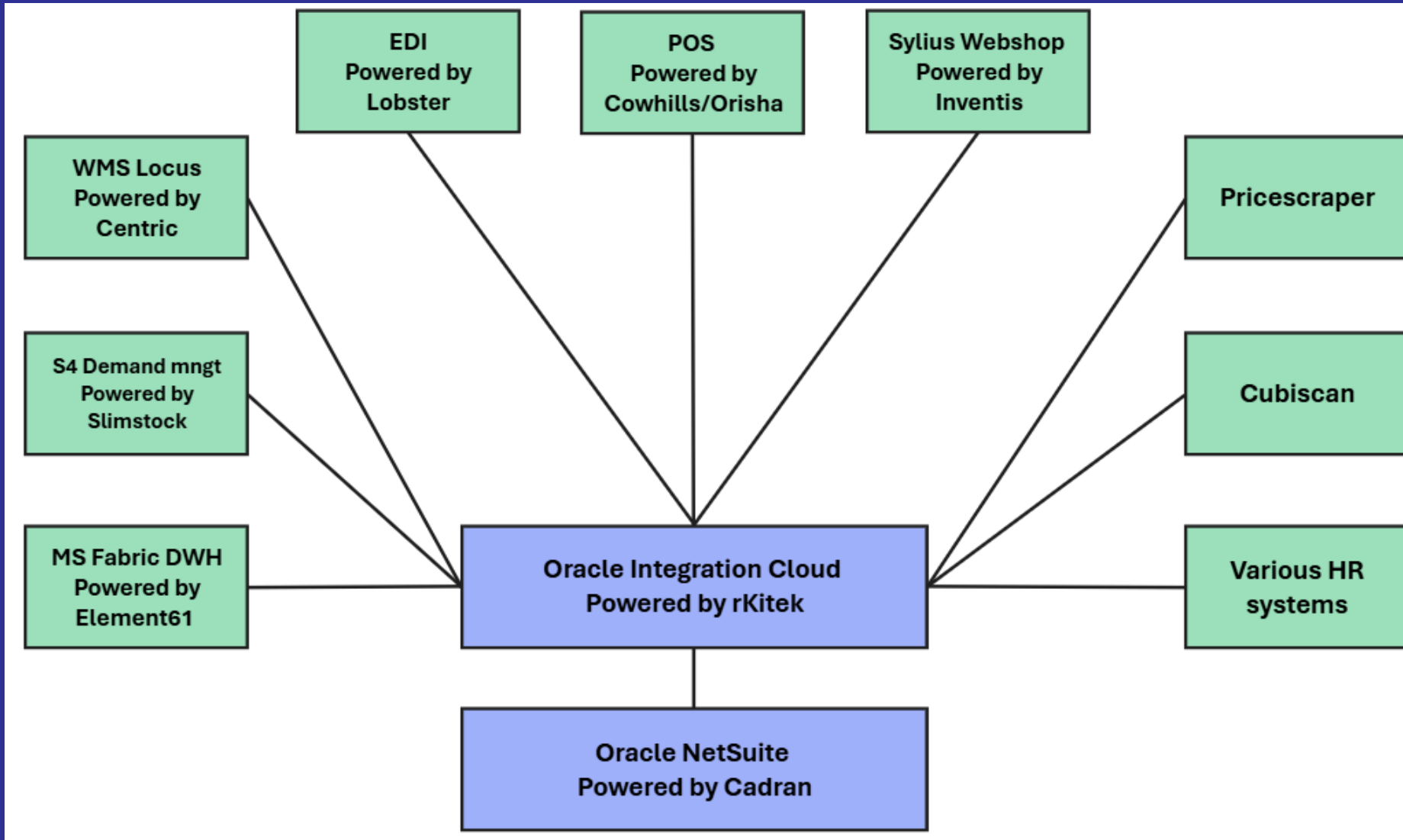
2024 – new POS

Still ongoing – ERP, Demand & Supply Chain and all related Integrations



DreamLand IT landscape & challenges





Current Tier and Suite Cloud

Slide met onze huidige Tier level toevoegen + hoogseizoen grafiek info van Jeroen



Challenges

- Stability on systems and integrations
- Finding the right partners
- Scope vs custom development
- Data
- Change
- 2025 – 2026 business plans
- Next level retail tech



Lesson Learned

Are we satisfied with our current state?



Lessons Learned

- 1 size fits all
- Internal IT team expertise
- Underestimated complexity of integrations
- Scope definition coming from legacy
- ERP project is not an IT project
- Fixed fee is a trap, but T&M is not the solution
- Oracle Netsuite choice



What's DreamLand about?

Because this defines what IT services should be provided?



Welkom bij ons
Welkom bij DreamLand
Plezier start hier!





Wanted! Netsuite Hero

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Thank you



Backup slides



Future for physical retail ?

USP's

Discovery – inspiration

Being local - authenticity

Convenience - instant availability

Service & customer advice

Shopper experience - partnership

Keep focus – do what you do best





DreamLand

Speelgoed - Gaming - School - Cadeau

