

CASE STUDY

END US

Strengthening US operations to support scalable growth

END, a UK-based company with a high volume of international sales, needed to reassess how it supplied and operated the US market. Until then, END served US customers directly from the UK. While the operation functioned reliably, continued growth in the region, combined with increasing operational complexity, highlighted the need to evolve the existing model to improve **efficiency, scalability and long-term sustainability.**



THE CHALLENGE

Redesign END's commercial and operational model for the United States, enabling the company to respond more efficiently to market needs without putting business continuity at risk. The solution needed to be implemented quickly, while ensuring there was no impact on day-to-day operations, the customer experience or existing internal processes.

The project involved enabling a new operating model for the United States **without requiring physical stock** to be held in the country, which increased both the complexity and the criticality of the initiative.

THE DYNAMO WAY

To address this challenge, Dynamo Global worked closely with END to design and implement a new operating model for the US market, based on the **creation of a local entity: END USA.**

This structure enabled END to improve how it managed sales and supply in the United States, while keeping existing operations and the end-customer experience fully intact.

Our approach included:

Designing the operating model before configuration

Designing new business processes

Aligning systems, e-commerce platforms and third-party partners

Rigorous testing to ensure operational readiness at go-live

The project was delivered using an integrated, process-oriented approach, combining technical expertise, project management and prior experience from similar implementations.

The team included functional consultants specialising in logistics, retail and operations, working closely with key business areas to ensure the new model was fully supported by existing systems and processes.



KEY RESULTS

- ✿ **1,000+ weekly orders** processed for US customers within weeks of go-live
- ✿ Zero critical incidents post implementation
- ✿ No disruption to customer shopping experience
- ✿ Full operational continuity from day one
- ✿ Implementation in **less than 4 months**



THE IMPACT

END now operates with a **robust and scalable** US operating model, enabling the business to:

- Serve US customers more efficiently
- Support continued growth with confidence
- Operate through a structured, repeatable model
- Strengthen internal processes and system alignment

With END USA in place, the company is well positioned to **scale sustainably and replicate the model in other markets.**

Dynamo Global acted as a **true strategic partner**—responding rapidly, supporting and documenting the design of new business processes, configuring the system, and leading testing activities to deliver a **smooth and successful go-live.**