disttech
distribution technologies

INDUSTRY CASE STUDY:

WAREHOUSE MANAGEMENT SOLUTIONS FOR ONLINE APPAREL AND ACCESSORIES

Your Business Is Great – So Why Consider A WMS?

Your business has a great product, a strong and high-profile brand, enjoys excellent social media presence with sales growing exponentially. What's next?

Online apparel and accessories companies face real challenges when it comes to the operational aspects of fulfillment, inventory management, and logistics. These factors can significantly impact the success you've achieved so far.

In addition to this, consistently delivering exceptional customer experience becomes crucial in supporting your ongoing success and growth.

A systemised approach to your warehouse and fulfilment operations is the key to elevating your business to a higher level of growth and success. A Warehouse Management System (WMS) plays a critical role in achieving this objective.

Consider Your Largest Operational Cost...

Most online retailers will have a mature and solid e-commerce platform and possibly an accounting platform and freight management solution. However, many have not addressed the largest cost and overhead in getting their products to their customers.

The warehouse is often the unseen engine room for many e-commerce businesses. It greatly affects efficiency when it's not performing and can have a significant effect on the bottom line and customer retention.

Six Operational Areas That Will Benefit from a WMS

Many warehouse operations encounter the following common headaches:

1. Inventory inaccuracy
2. Staff and knowledge turnover
3. Lack of operational visibility
4. Fluctuating resource requirements e.g. Black Friday type events
5. Inefficient picking processes
6. Lack of space due to poor utilisation and inventory slotting

A WMS can provide major improvements in these areas and generally achieve a return on investment in the first six to twelve months after implementation, whilst providing the business the ability to grow.
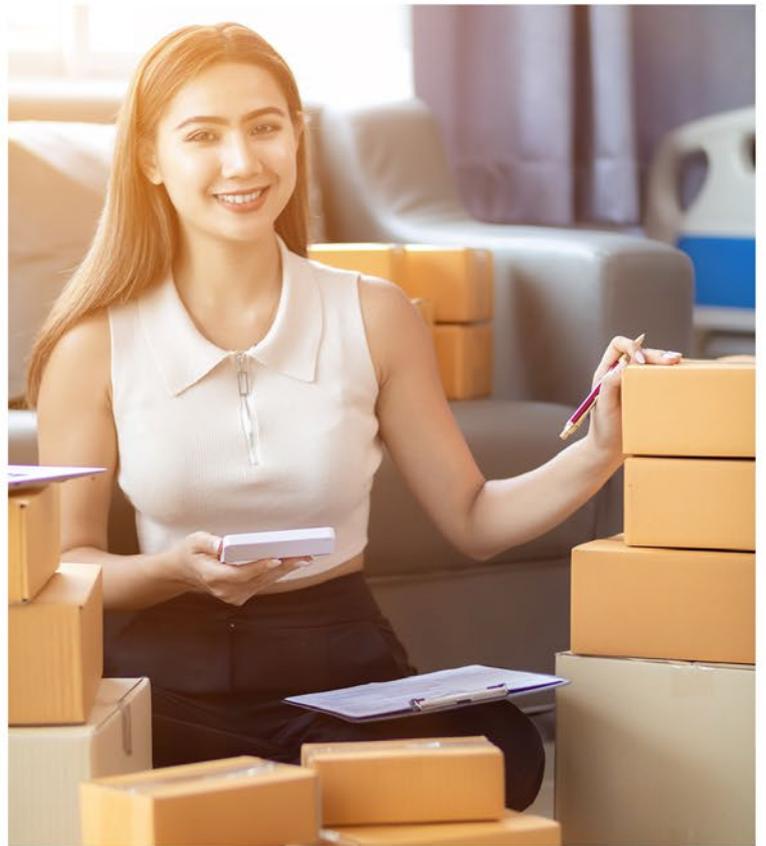
1. Inventory Accuracy:

The number one purpose of a WMS is to track inventory from the time it arrives to the time it leaves the warehouse, knowing exactly how much and where each item/SKU is at all times.
And whilst there can be discrepancies between the e-com platform and the accounting system the WMS becomes the single version of the truth of what is physically in the warehouse.

Particularly important with multiple sales channels being serviced from the one warehouse it is critical all systems are in sync, to ensure a product is not over or under sold due to inventory inaccuracies.
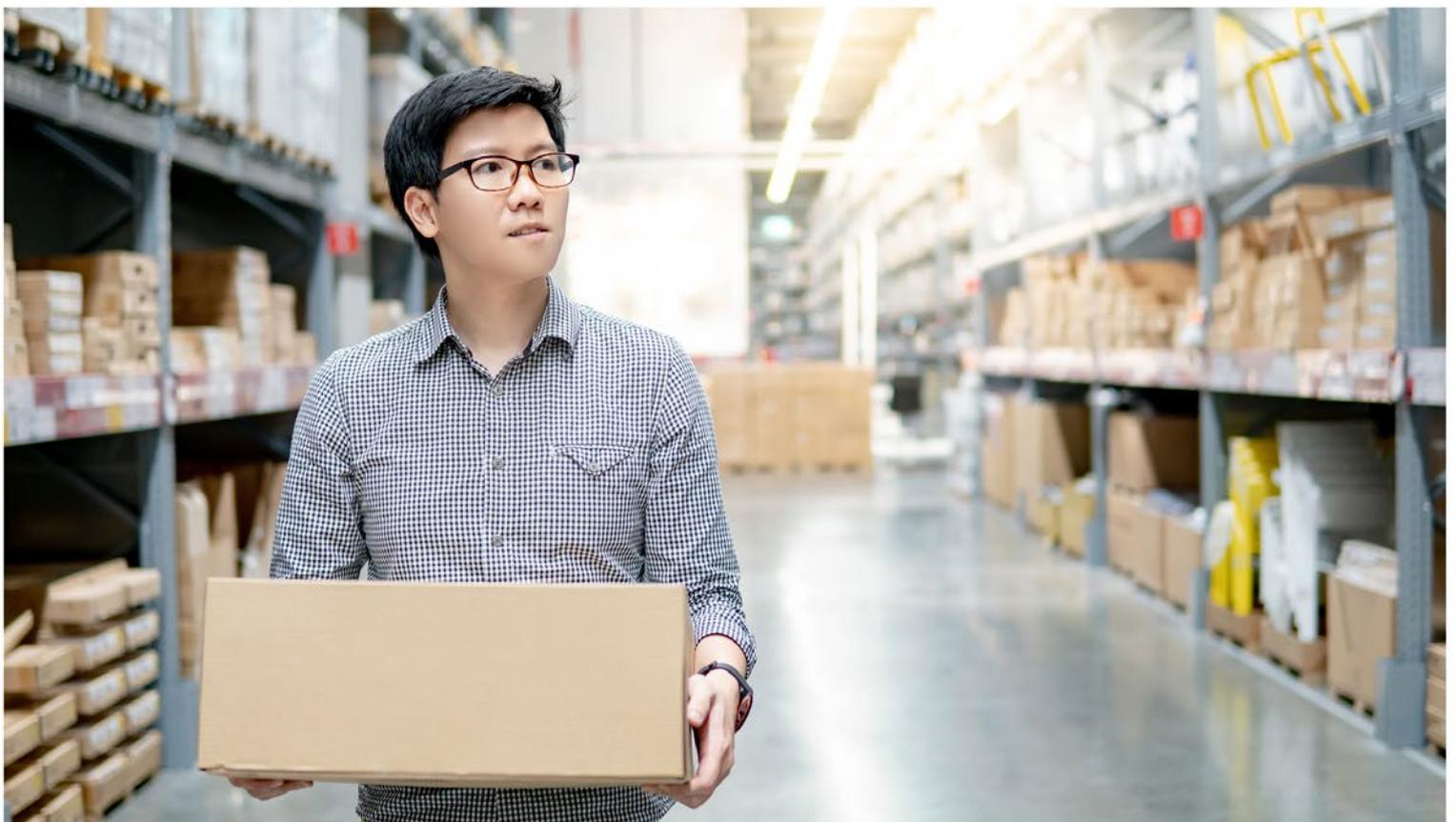
2.   Staff And Knowledge Turnover:

A business that depends on a handful of key staff members and their expertise in stock and warehouse operations can represent a significant risk. Whilst capable and well performing staff are a key component to any business, the warehouse team can have team members whose career goals are generally temporary or short-term in nature

Having a systemised process allows the business to be less reliant on staff knowledge and the disruption it causes when people leave or are promoted to other areas.

3.   Lack Of Operational Visibility:

As the old saying goes, "if you can't measure it, you can't improve it". Having a WMS in place will provide information relating to storage capacity, inventory, service levels, staff performance and over-all operational performance in real-time and historically.

In the today's world, data is key, and having access to business-related data is critical for informed decision-making processes.
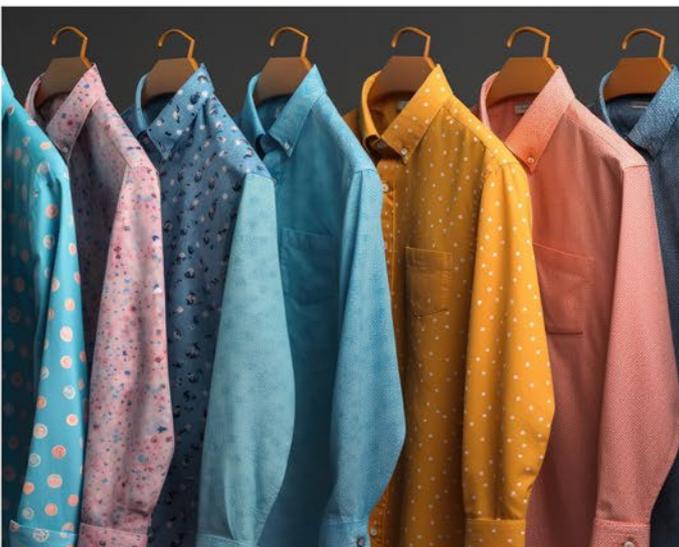
4.   Fluctuating Resource Requirements:

The e-commerce apparel space, by its very nature can be lumpy, with events like Christmas, Black Friday, new season releases, and sale events leading to fluctuations in demand. Some business can achieve up to 30% of their annual turnover during a single event.

Due to this, having to take on additional and casual resources is usually unavoidable. A WMS offers the most effortless and efficient solution for achieving high performance and accuracy during these peak times. In addition to this, a systemised operation can have casual staff up to speed and operating efficiently in a couple of hours.

5.   Inefficient Picking Processes:

The processing of customer orders can be a significant cost area for any warehouse operation. Therefore, making improvements in this area can also generate substantial benefits. There are a number of picking methodologies that can be employed in a warehouse and the WMS can greatly assist by automating these for different order types and processes. For example, the WMS can automatically group single item orders together and instruct an operator to pick these as a batch. Thereby allowing the operator to fulfill many customer orders during a single pick path with no further sorting required at the packing bench.

6.   Lack Of Space Due to Poor Utilisation and Slotting:

A WMS tracks and provides the quantity and location of every item in the warehouse in real-time. In addition, the WMS will provide recommendations on where to store each product based on a number of criteria, including it's velocity. Having the visibility of capacity of your warehouse delivers more efficient put-away of received stock and more efficient picking of stock for customer orders.

Our Case Study Credentials – Quality Information Earned from Countless Implementations.

Our case study is highly valuable, as it reflects our years of experience with leading e-commerce companies in the Online Apparel and Accessories industry. Our clients have complex businesses with vast and diverse supply chains, which drives us to deliver solutions that not only meet their needs but also set them up for future growth and success. We offer simple and economical warehousing and inventory management solutions to support business growth. With over 100 years of combined experience, our team delivers superior results using cutting-edge technology. Partner with us to unlock your business's true potential and achieve unprecedented growth and efficiency.

Contact Disttech to organise a review of your requirements and a demonstration of our WMS platforms. www.disttech.com.au