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Cees de Kort, IT and Logistics Manager, Hoogenbosch Retail Group



Hoogenbosch Retail Group optimises fulfilment capability with Warehouse Management Solution

EXISTING WAREHOUSE MANAGEMENT SYSTEM RESTRICTS BUSINESS EXPANSION

Hoogenbosch Retail Group (HRG), a subsidiary of the Dutch Macintosh Retail Group, has a portfolio of more than 240 stores in the Netherlands. Its retail brands include well-known shoe stores Dolcis, Manfield, Invito and PRO sport. HRG serves its extensive network of stores from a central distribution centre in 's-Hertogenbosch in the Netherlands.

For several years, HRG operated its 15,000m² distribution centre on a legacy warehouse management system that had worked well with complementary technologies such as radio frequency equipment and bar coding and was fully integrated with HRG’s materials handling equipment. However, due to increased business requirements, HRG soon realised that its existing warehouse management system was hampering its efforts to derive further efficiencies within the supply chain. It lacked the capability to effectively service the retailer’s extensive network of stores and could no longer offer the functionality to support HRG’s future business expansion plans.

Therefore, to optimise its distribution and fulfilment operation, HRG sought a replacement warehouse management solution that could not only meet the unique requirements of the apparel/footwear industry, but also support the retailer’s plans for future growth and future business scenarios. In addition, HRG faced the additional challenge of finding a new solution that could be easily integrated with its existing material handling equipment.

HRG SELECTS MANHATTAN BASED ON EXTENSIVE CAPABILITIES

After an extensive selection process—which included consultation with 30 market-leading vendors—HRG decided to implement Manhattan Associates’ Warehouse Management solution, running on the IBM AIX operating platform. HRG adopted Manhattan’s solution because it not only met all of HRG’s operational requirements, it also offered a range of additional capabilities such as system-directed put-away,



HRG
Hoogenbosch Retail Group B.V.

Headquarters:
's-Hertogenbosch, Netherlands

Distribution centre: 1

Manhattan solution:
Warehouse Management

RF Equipment: LXE RF Terminals

Challenge:

HRG’s existing warehouse management system could not effectively meet the needs of the retailer’s stores.

Goal:

HRG sought a solution that integrated with its material handling equipment, increased functionality and met the specific needs of an apparel/footwear environment.

Solution:

Warehouse Management integrated smoothly with HRG’s existing systems and was quickly able to meet order processing requirements of store network.

Results:

HRG increased accuracy and product availability, reduced supplier-to-store cycle time and gained visibility into its full distribution network.

automated tasking and appointment scheduling, radio frequency-controlled picking and vendor management.

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Jan van der Velden, Manager,
Warehousing and Distribution Group
Vanderlande Industries

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HRG SHOWS SITE TO CLIENT THREE DAYS AFTER NEW SYSTEM GOES LIVE

The project began with all operational flows and functionality requirements within the distribution centre being defined and described in detail. Using its Proven Rapid Implementation Structured Methodology (PRISM), Manhattan Associates created a high-level functional design and made all the necessary configuration adjustments in the Warehouse Management solution to fit with HRG’s requirements.

Several months later, everything was set and system scenario testing started. Scenario testing took place during the night to avoid any interruptions to HRG’s daily operations. The solution went live with no disruption whatsoever to HRG’s business. In fact, implementation of the Warehouse Management solution was so successful that HRG used the site for a client visit just three days after go-live.

According to Jan van der Velden, manager, warehousing and distribution group at Vanderlande Industries: “Manhattan Associates’ depth of experience serving the retail industry, and the fact that a standard methodology already existed for integrating Manhattan’s Warehouse Management solution with Vanderlande’s material handling equipment, provided firm foundations for a successful project go-live. These factors, combined with the proven and robust technologies that both

companies have to offer, enabled HRG to achieve its objective of ensuring a smooth flow of goods to meet demand from its store network both quickly and accurately.”

HRG also installed radio frequency-controlled inbound and outbound processing. The existing scanners were replaced and forklift trucks were installed with new terminals from LXE. The company, an alliance partner of Manhattan Associates, added five transmitters with their own IP address and made 30 wireless scanners operational. Go-live was managed within one day

HRG INCREASES ACCURACY AND AVAILABILITY WHILE REDUCING SUPPLIER-TO-STORE CYCLE TIME

Manhattan Associates’ Warehouse Management solution, supported by the IBM AIX hardware, enabled HRG to acquire a real-time view of inventory held within its ‘s-Hertogenbosch distribution centre. At the same time it provided the retailer with a higher degree of visibility into, and control over, its distribution centre operations. HRG gains additional flexibility in the way it runs its facility with the new solution.

More importantly, Manhattan’s Warehouse Management allowed HRG to improve stock accuracy and availability and enabled the retailer to reduce the overall supplier-to-store cycle time. This makes more goods available on store shelves when they are needed, which in turn has a positive impact on store sales. In addition, HRG implemented cross-docking capabilities which reduced stock levels and supplier-to-store cycle times drastically.

According to Cees de Kort, IT and Logistics Manager, Hoogenbosch Retail Group, “Since Manhattan Associates’ solution has been installed, both the Warehouse Management solution and its IBM AIX operating platform have proved to be extremely flexible and reliable and have given our team great confidence that they can grow with us as our business expands.”

An upgrade of the WMS after a few years delivered HRG with new functionality and flexibility to support future growth. Manhattan Associates made an assessment of Hoogenbosch’s evolved operational processes and then sought to identify an optimal system configuration to support those processes before configuring the new system accordingly. New capabilities like cross docking, e-commerce, paperless voice picking and multi-channel management are planned to be integrated into the WMS system in the future, offering Hoogenbosch the opportunity to better meet the needs of the retailer’s customers.