

“Our experience with Manhattan SCALE has been extremely positive. We’ve reached a key milestone as a business since we’re now in a position where we can strengthen brand loyalty by further improving service levels for our customers and we can further accelerate growth.”

Leigh Williams, founder and CEO of eStore Logistics




Number of distribution centres and locations: 1, Laverton North, Victoria, Australia

Manhattan solution: Manhattan SCALE: Supply Chain Architected for Logistics Execution

eStore Logistics advances online and omni-channel fulfilment capabilities with Manhattan Associates

Established in 2009, eStore Logistics provides third party logistics services (3PL) including warehousing, order fulfilment, distribution, inventory management, reverse logistics and logistics consulting services to both online and traditional bricks and mortar businesses.

Following a period of accelerated growth, eStore Logistics realized the need to review its existing Warehouse Management System (WMS) which had been developed in-house and had been designed to serve a relatively small number of customers.

Leigh Williams, founder and CEO of eStore Logistics, stated, “As online growth and omni-channel continues to drive innovation and new options for consumers, retailers are placing greater importance on the fulfilment side of their operations and the role it plays in improving customer satisfaction. A few years ago, retailers directed more attention to web design, store layout, merchandising and front end systems but today their commerce strategies are increasingly focused around seamless order execution and the supporting fulfilment processes.”

Understanding the changing retail landscape and the subsequent needs of its customers, eStore Logistics looked to implement a WMS that could accommodate its growing customer base and their changing needs.

“We needed a solution that would help us drive margin enhancement for our customers by enabling a more efficient logistics operation. We also wanted to help our customers accelerate growth in revenue and profitability through the delivery of higher service levels to the end consumer, which we knew could not be done with our existing system.”

eStore Logistics Increases Efficiency of Inbound and Outbound Orders with Manhattan SCALE

Since the deployment of Manhattan SCALE, eStore Logistics has experienced a number of key benefits across its operations including:

Challenge:

From a business perspective, to support eStore Logistics’ ongoing growth. From a customer perspective, to help drive margin enhancement and service levels through a more streamlined logistics operation.

Solution:

Manhattan SCALE was selected for its scalability, its ability to be easily integrated with other business and client systems, and because it offered the breadth and depth of functionality needed to meet customers’ evolving needs.

Results:

Improved inventory management; increased visibility of available warehouse space; ability to integrate with new clients faster and run multiple sites; a decrease in IT and administration personnel costs while servicing increased inbound and outbound volumes.



We reviewed a number of WMS solutions and Manhattan stood out above the rest. Its proven track record as a global leader in supply chain innovation as well as the superior and unique capabilities of the Manhattan SCALE solution, were driving factors in our decision.”



- Improved inventory management and control;
- Increased visibility of available space in the warehouse;
- More complex wave flows providing more efficient outbound handling processes specific to different client/stock/order profiles;
- Ability to integrate with new clients faster and run multiple sites;
- A decrease in IT and administration personnel costs while servicing increased inbound and outbound volumes and more streamlined billing processes.

Williams also added, “One element of Manhattan SCALE that is contributing to our customers’ ability to fulfil orders more cost effectively, is the product’s unique 3D cubing functionality. This feature eliminates the requirement for users to manually select packaging types for each order and recommends the smallest possible packaging to minimise shipping costs.”

“Overall, our experience with Manhattan SCALE has been extremely positive. We’ve reached a key milestone as a business since we’re now in a position where we can strengthen brand loyalty by further improving service levels for our customers and we can further accelerate growth. We look forward to continuing our partnership with Manhattan well into the future.”

In addition to Manhattan SCALE, eStore Logistics is currently looking to implement additional modules from Manhattan’s portfolio of solutions including Yard Management and Labour Management.