

“Winning Group evaluated a number of WMS solutions but Manhattan provided a more compelling business proposition. It has a proven track record in supply chain innovation globally and the unique competencies of the SCALE solution meant that it was an easy decision to make.”

Alan Lewis, Chief Logistics Officer, Winning Group



WINNING GROUP

Number of distribution centres and locations: 5 DCs across Sydney, Perth, Adelaide, Melbourne and Brisbane plus several satellite warehouses.

Solution: Manhattan SCALE and Supply Chain Intelligence

Winning Group gears to accelerate multi-channel growth with Manhattan Associates

The Winning Group is a fourth generation Australian family business with a distinct focus on customer satisfaction. With three different retail brands (Winning Appliances, Appliances Online and Electro Seconds), Winning Group caters to different segments of the market. Offering old-fashioned, attentive customer service in a modern retail environment, the Group stocks over 300 brands such as Bosch, Dyson, Electrolux and Smeg, including high-end brands such as Miele, Gaggenau, Asko, Sub-Zero and Wolf.

Following a period of increasing demand, the Group decided to transform its warehouse management capabilities to elevate service levels and increase inventory accuracy. Customer service is the bedrock of the Group and the company's value to “Impress every customer” is a great representation of what the brand stands for. With 12 showrooms across the country and a robust online sales platform, an advanced warehouse management system was critical to accurate stock management and being able to deliver on the customer promise across all channels.

Alan Lewis, Chief Logistics Officer, Winning Group says, “In today's dynamic marketplace, service is everything. Sustainable business growth is built on the foundation of a strong service ethic. We were undergoing a period of exponential growth and subsequently needed to transform our warehouse management and supply chain capabilities.”

The Winning Group selects Manhattan Associates for its scalability, support and reliability

The Group decided to invest in a robust Warehouse Management System (WMS) that would not only integrate seamlessly with the company's existing ERP system but also allow for easy scalability to support additional warehouses. The new system would help execute on the company's inbound and outbound distribution strategies more efficiently and allow it to enhance its service commitment to customers. After a thorough selection process, Winning Group chose Manhattan Associates and specifically its SCALE solution which possessed all of the key attributes that Winning Group required.

The WMS had to integrate seamlessly with Winning Group's existing ERP system and would not just manage current requirements such as warehouse scanning, barcode reading and after-sales support, but would also need to have the capability and scalability to grow along with the business. A robust plan was devised and mapped out to understand current and future workflows and the solution was test piloted at the Group's Adelaide site which was a huge success. The Group then implemented it across other sites, including at its largest 15,000 sq. m. (150,000 sq. ft.) site in Sydney which houses around 7,000 SKUs. The Manhattan SCALE solution was deployed on the company's Amazon Web Services cloud platform.

Challenge:

To elevate service levels and drive growth across Winning Group's multi-channel retail operations.

Solution:

Manhattan SCALE was selected for its scalability, ease of use and ability to be seamlessly integrated with Winning Group's existing enterprise systems.

Results:

Stock accuracy is now at 99%, up from 90%, improving customer service levels through more reliable and robust fulfilment. It has improved key warehouse management processes and enabled a more disciplined approach to order fulfilment whilst its scalability assures a long-term growth.



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Alan Lewis, Chief Logistics Officer, Winning Group says, "Manhattan's solution deployment project came in under budget and was completed within expected timelines. It delivered the expected business benefits and more."

Staff found the system easy to use and within just a week of the completion of Manhattan's on-site support and training, the Winning Group team were up and running independently and efficiently executing all of the key inventory management processes. For the first two weeks, the Manhattan team checked in daily, just in case any trouble shooting was required.

Seamless integration, easy to use and excellent return on investment

Since the deployment of SCALE, the Winning Group has experienced a number of key benefits across its operations including:

- Improved inventory management and control
- Increased visibility of available space in the warehouse
- Enhanced warehouse layout for faster fulfilment and overhead reduction
- Leveraged best-in-class wave management features to streamline order fulfilment processes
- Analysed every facet of order fulfilment to ensure focus on top priorities, resulting in quicker order processing and improved customer service
- Gained visibility into assigned and completed work, optimised schedules
- Improvements in forecasted labour needs and operational efficiency, reduced overtime hours

Lewis added, "When we started the partnership, we had an internal goal of three years to recover the cost of investment and we are well on track to meet this goal. We have become operationally more efficient and delivered service level improvements across all channels."

Over the last 18 months, the Group has implemented the solution across warehouses in Adelaide, Sydney, Perth, Brisbane and Victoria. All key project milestones are being met as planned.

Winning Group continues to lift the standard of customer service available for consumers looking to purchase appliances by constantly pushing the boundaries of service capabilities and innovation. The Manhattan SCALE implementation has helped free up resources and enabled the Group to look at other strategic, growth areas - both online and offline.

