

RBA MAINTAINS BROOKS BROTHERS' TRADITION OF QUALITY AND SERVICE

with New Supply Chain Solutions

OPERATIONS

Headquarters: New York, NY and Enfield, CT
Distribution centers: 3

MANHATTAN SOLUTION

Supplier Enablement, Supply Chain
Visibility and Event Management,
Warehouse Management

RETAIL **B**RAND **A**LLIANCE
INC.



CHALLENGE

Retail Brand Alliance had a large SKU assortment with small quantities of each SKU in each store, leaving stores at risk of no inventory or stock-outs.

SOLUTION

Manhattan's Warehouse Management as well as Supplier Enablement, Supply Chain Visibility and Supply Chain Event Management.

PROGRESS & RESULT

Improved customer service; 2-day cycle time reduction; in-transit inventory allocation 6 wks earlier; increased vendor accuracy; freight savings.

"By improving vendor compliance, the Manhattan solutions have helped us raise the accuracy of vendor orders to 99.85%."

MAURO CALDERAN, VICE PRESIDENT, DISTRIBUTION AND LOGISTICS, RETAIL BRAND ALLIANCE

GREATER EFFICIENCY AND ACCURACY

at RBA

ACCURATE INVENTORY IS KEY TO SALES AND SUCCESS OF CUSTOMIZED CUSTOMER ORDERING PROGRAM

Retail Brand Alliance (RBA) is the holding company that operates the venerable 190-year-old clothier Brooks Brothers. Having dressed presidents and developed innovations like the button-down collar, Brooks Brothers has built its nearly two-century reputation on providing customers with a consistently high-quality product and shopping experience.

The retailer now has 200 U.S. outlets made up of 110 retail locations and 90 factory stores. As the company generates more multi-channel business, its challenge is to maintain the same level of customer satisfaction in all segments as it does in its stores, as well as maintain quality as it expands outside the U.S.

"Our cross-channel initiative demands that we deliver the same high quality service whether a customer buys in a store, through our catalog or online," said Mauro Calderan, vice president, distribution and logistics. "To reach our goal of 100% customer satisfaction across all channels, we need to have as much vendor and inventory transparency as possible so we can respond effectively and efficiently to customer demand," he added.

MANHATTAN CHOSEN FOR ITS ABILITY TO PROVIDE SEAMLESS TRACKING FROM VENDORS THROUGH THE DISTRIBUTION CENTER

As a result, RBA is able to receive advanced shipment notifications (ASN) from its larger shippers, and smaller shippers can use Extended Enterprise Management for fulfillment and shipping tasks, as well as sending ASNs to RBA's freight forwarder. This allows the retailer to allocate goods while they are still in transit, rather than having to wait for delivery at the DC. In addition to improved functionality for order management and record keeping, the upgrade provides the entire organization with near real-time visibility into all supply chain/logistical tracking and tracing events through one system.

The flexibility of the Warehouse Management system allows RBA to support daily replenishment. Calderan estimated that approximately 60% of Brooks Brothers' entire volume is touched by the replenishment program on a daily basis.

"We never stop looking for ways to improve efficiency in the supply chain and Manhattan is a vitally important link in that process."

EVEN A STELLAR RECORD IS IMPROVED

With the completed Warehouse Management upgrade and Extended Enterprise Management fully implemented, RBA/ Brooks Brothers has been able to streamline the system architecture by eliminating custom modifications and improve its already impressive performance:

- Vendor accuracy has improved to 99.85%
- Vendor compliance has surpassed 99.7%
- Orders are processed and purchase orders generated two days faster
- Extended Enterprise Management implementation and integration has allowed product pre-allocation up to six weeks ahead of the old schedule

The company anticipates the Manhattan improvements and upgrades will produce further savings of between \$200,000- \$400,000 annually through rate management, freight consolidation and carrier execution. Additional savings are expected through the new system's electronic document storage capabilities, elimination of manual data purging, consolidated reporting features and other newly automated processes and activities.

MANHATTAN WILL BE A PART OF EXPANSION AND FURTHER REFINEMENTS

Already a household name in the U.S., Brooks Brothers is rapidly expanding into international markets. Their European stores are stocked through a DC located in Italy. That facility is being integrated as part of Extended Enterprise Management.



CUSTOMER CASE STUDY

Calderan is also looking into refining the use of Manhattan products beyond their current warehouse and extended enterprise management applications. To streamline customers' customized shopping experiences in larger locations, like the flagship New York City store that stocks 70,000 units, he envisions development of a store-specific WMS to better coordinate the stockroom and the selling floor.

He is also examining the existing system to further refine the company's At Your Service program, which allows customers to locate items by size and SKU at any store location and have them shipped to their home or to the nearest store for pick up. Like FedEx or UPS, his goal is to enable staff to determine the precise location and inventory status of any item at any given moment. At the same time, staff would also be able to input transfer details and execute the request.

"We never stop looking for ways to improve efficiency in the supply chain and Manhattan is a vitally important link in that process," Calderan said.

