

# TALLY WEIJL PINS GROWTH AMBITIONS

for Europe and Middle East on  
Support From Manhattan Solutions

## OPERATIONS

Headquarters: Paris, France  
Distribution centers: 2

## MANHATTAN SOLUTIONS

Warehouse Management,  
Supply Chain Intelligence,  
Extended Enterprise Management

## TALLY WEIJL



### CHALLENGE

Tally Weijl's existing warehouse management system was unable to support the company's growth.

### SOLUTION

Manhattan's supply chain solutions fully met the retailer's needs.

### PROGRESS & RESULT

Picking productivity increased 20%;  
put-to-store efficiency improved 35%.

"The new systems have allowed us to meet our twin objectives of streamlining and optimising our distribution operations, and the benefits we have realised have exceeded our expectations."

ALEXIS BISCHOFF, SUPPLY CHAIN DIRECTOR, TALLY WEIJL

# OPERATIONAL OBJECTIVES ACHIEVED

at Tally Weijl

## EXISTING WAREHOUSE MANAGEMENT SYSTEM UNABLE TO KEEP PACE WITH COMPANY'S GROWTH

Tally Weijl, a Swiss company founded in 1984 by the fashion designer of the same name, is one of the most successful women's clothing fashion retailers in Europe. The company designs and distributes its collections through more than 350 stores located in 24 countries across Europe and the Middle East. Purchasing and design are based in Paris (France), while the service and support centre resides in Basel, Switzerland.

A 2,500m<sup>2</sup> distribution centre in Zofingen, Switzerland supplies 80 stores and sales outlets in Switzerland whilst a significantly larger, 25,000 square metre facility, in Lörrach, Germany serves the rest of Europe and the Middle East. In total, the two distribution centres handle more than 18 million items every year. Against a background of strong growth, Tally Weijl had to rethink its supply chain system infrastructure to support its continued progression as a business. The company also wanted to achieve specific operational objectives, especially in terms of productivity in its picking operation, and in the way it handled in-bound goods already pre-allocated to stores when received at the warehouse. Tally Weijl's incumbent warehouse management solution lacked the capacity to support the growth the company was experiencing and anticipating.

## TALLY WEIJL TURNS TO MANHATTAN ASSOCIATES FOR INDUSTRY EXPERTISE AND POWERFUL SUPPLY CHAIN SOLUTIONS

Following a review of several solution vendors' products, Tally Weijl chose Manhattan Associates' Warehouse Management solution for Open Systems and its Supply Chain Intelligence application. Tally Weijl selected the Manhattan solutions for several reasons:

- Manhattan Associates offered a number of powerful pre-integrated supply chain solution components.
- Manhattan Associates' solutions are well known to be able to competently and reliably handle the most complex of supply chains.
- The company's consultants had an unparalleled level of experience and expertise in the fashion industry.

Tally Weijl also selected Manhattan Associates' Extended Enterprise Management solution, a suite component that allows companies to integrate their suppliers' systems with their own enterprise and supply chain systems to track goods up or down stream.

**"The new systems have allowed us to meet our twin objectives of streamlining and optimising our distribution operations, and the benefits we have realised have exceeded our expectations."**

Tally Weijl has a company-wide preference for operating on Microsoft technology, so equally important in its selection of Manhattan were the facts that its Warehouse Management solution runs very well on Microsoft's SQL database server and that Microsoft Biztalk is the standard server technology on which Extended Enterprise Management runs.

## PRE-INTEGRATION OF SOLUTIONS SIMPLIFIES INTERFACE WITH EXISTING SYSTEMS

Manhattan Associates' Warehouse Management for Open Systems and Supply Chain Intelligence solutions went live simultaneously at the Lörrach and Zofingen warehouses.

The Extended Enterprise Management solution went live a little more than twelve months later. Manhattan Associates' project teams facilitated the integration of all 80 of Tally Weijl's suppliers.

The solutions integrate with and complement Tally Weijl's ERP system from Columbus. The pre-integration of all three Manhattan solutions made the process of interfacing them with Tally Weijl's host systems fairly straightforward.



## **PICKING PRODUCTIVITY RISES 20%; PUT-TO-STORE PROCESS 35% MORE EFFICIENT**

The Manhattan Associates solutions have lived up to Tally Weijl's expectations and helped the retailer achieve several specific operational objectives.

Tally Weijl improved the efficiency of its picking operation by reducing and optimising the physical moves made by warehouse operatives, particularly in the Lörrach DC. Thanks to Manhattan Associates' solutions' advanced functionality, Tally Weijl improved its picking operation productivity by 20%.

Tally Weijl also wanted to put in place a new put-to-store process. Whilst close to 50% of goods arriving in its warehouses were already pre-allocated to stores, the received cases were, prior to the installation of Manhattan Associates' solutions, being put into stock areas in a conventional putaway routine and then later picked for the preparation of store orders. With Warehouse Management for Open Systems, Tally Weijl has implemented a new put-to-store system. This allows the retailer to direct items, as soon as they are received in the warehouse, to specific put-away areas dedicated to each store. As a consequence, the new processes eliminates the put-to-stock and replenishment stages for those goods arriving in the warehouse with preassigned store destinations, resulting in a 35% productivity improvement for this particular order processing sequence.

"It's a little over one year since Manhattan Associates' solutions went live and the results we have already achieved speak for themselves," explains Alexis Bischoff, supply chain director at Tally Weijl. "The new systems have allowed us to meet our twin objectives of streamlining and optimising our distribution operations, and the benefits we have realised have exceeded our expectations. We're not complacent however and we strive to further optimise our supply chain performance with the deployment of Manhattan Associates' Extended Enterprise Management solution."

Manhattan Associates' Extended Enterprise Management solution has allowed the retailer to exchange data with 80 of its suppliers and now provides Tally Weijl with visibility of inventory from supplier to point of sale.

