

# JOCKEY OUTFITS ITS SUPPLY CHAIN AND STRETCHES GLOBAL REACH

with Warehouse Management

## OPERATIONS

Headquarters: Kenosha, Wisconsin

## MANHATTAN SOLUTIONS

Warehouse Management

# JOCKEY.



## CHALLENGE

Jockey operates businesses worldwide and must be prepared to capture new opportunities, service existing channels and offer unique, appealing products.

## SOLUTION

Manhattan's Warehouse Management provided the flexibility Jockey needed to win the Canadian market and manage existing configurations.

## PROGRESS & RESULT

Warehouse Management enabled Jockey to meet channel demands and receive goods from suppliers faster, lowering lead times by as much as 80%.

"I don't know what our business would be like without Manhattan. It's always been an integral part of supporting our supply chain and warehouse management systems."

JIM COOK, VICE PRESIDENT OF INFORMATION TECHNOLOGY, JOCKEY INTERNATIONAL

# JOCKEY AND MANHATTAN ASSOCIATES

## JOCKEY AND MANHATTAN ARE THE PERFECT FIT FROM TOP TO BOTTOM

Jockey International was founded in 1876 and has become an iconic American brand that continues to be a privately held company now employing more than 3,000 people around the world. Jockey is a leading supplier of underwear and other apparel products sold in more than 120 countries.

With global headquarters in Kenosha, Wisconsin, Jockey is committed to providing innovative, high quality products and service to its customers, each of which is treated and valued as an individual. Jockey keeps pace with the ever-changing retail industry, delivering products quickly among its various distribution channels. These include retail and wholesale channels, such as department and chain stores, mass channels, direct channels, and licensed channels.

The strength of Jockey's brand and the diversity of its channels also create one of the company's greatest challenges. "Our supply chain never stands still—it's constantly changing," said Jim Cook, vice president of information technology for Jockey. "There's continuous pressure across our channels to deliver faster, better products and that pushes back on the supply chain to be as efficient as possible."

To achieve that efficiency, Jockey armed its distribution centers with Manhattan solutions in 1990 when companies first began to use technology to identify weak links in their supply chain. In fact, Jockey was Manhattan Associates' first client. "I don't know what our business would be like without Manhattan," said Cook. "It's always been an integral part of supporting our supply chain and warehouse management systems."

The company met with first tier suppliers regarding finished goods, as well as second and third tier suppliers that provide the fabric, threads and other accoutrements required to produce Jockey products. "Our suppliers were able to work with us more effectively and significantly

lowered lead times by as much as 80%," added Jim Lunney, vice president, western hemisphere sourcing, manufacturing and distribution. "Now we have better collaboration and communication with our suppliers and can move orders faster and more accurately—which makes for a happier customer base."

**"We have to be nimble and quick to capture market trends and new territories. There are much larger companies vying for our channels, but our advantage is the flexibility to deliver unique trends and the speed to market we've achieved."**

JIM LUNNEY, VICE PRESIDENT, WESTERN HEMISPHERE SOURCING, MANUFACTURING AND DISTRIBUTION

Even though Jockey is a medium-sized business, it's been able to hold its own against other larger competitors in the international arena. "Every manufacturer wants to offer diverse products that appeal to the consumer," explained Lunney. "That diversity and the demands of our customers have led to an increase of SKUs within our warehouses."

Jockey has leveraged Warehouse Management from Manhattan to handle the complexities of its operations. But the company faced its most recent challenging supply chain issue when an opportunity arose to capture a large revenue stream in Canada. However, the venture had to be launched within a very short window—three months.



## WAREHOUSE MANAGEMENT MAKES BRIEF WORK OUT OF EXPANDING JOCKEY'S PRESENCE IN CANADA

With competitors circling a Canadian distribution channel that was up for grabs, Jockey had to act quickly to seize the business. After achieving great success with its U.S. supply chain model, the IT team had to duplicate that infrastructure as quickly as possible to provide distribution in Canada. "It was a daunting task ahead of us," said Cook. "We had to set up product lines, the sales organization and numerous other business operations faster than we had ever managed to in the past."

Fortunately, Jockey was already in the process of upgrading Manhattan's Warehouse Management system at the time. The upgrade provided better supply chain visibility and gave Jockey the flexibility required to take on the Canadian operations in such a short period of time.

"Manhattan's Warehouse Management solution allowed us to meet the demands of our new distribution channel and had a positive impact on our overall supply chain," said Lunney. "We have simplified processes and can deliver products faster while dealing with numerous suppliers on various continents, multiple distribution centers and customers around the world."

## JOCKEY GAINS THE AGILITY NEEDED IN A COMPETITIVE INDUSTRY

With Warehouse Management, Jockey has an adaptable supply chain that allows the company to consistently deliver new products to its demanding distribution channels. The company can also build on those channels and compete against larger providers just as it did in Canada.

"We have to be nimble and quick to capture market trends and new territories," said Lunney. "There are much larger companies vying for our channels, but our advantage is the flexibility to deliver unique trends and the speed to market we've achieved." This agility paid off in securing the Canadian distribution channel, which is operating very successfully today.

Moving forward, Lunney feels confident that Jockey's distribution capabilities have the capacity to respond to the fast-paced, ever-changing retail industry. "It's extremely important that you have a system in place that doesn't just meet your supply chain needs, but can anticipate those needs," he added. "With Manhattan's Warehouse Management system, we can do that."

