

CENTURY MARTIAL ARTS KICKS UP MORE FLEXIBILITY

OPERATIONS

Headquarters: Oklahoma City, Oklahoma
Operation and Distribution centers: 1

MANHATTAN SOLUTION

Manhattan SCALE™



CHALLENGE

Century Martial Arts faced numerous competitive pressures and was constantly challenged with the need to reduce costs while providing a superior customer experience. Upgrades to the existing AS400 were costly, making it difficult to keep pace with growth and technology developments.

SOLUTION

Century Martial Arts moved to a Microsoft-based client server platform and deployed the Manhattan SCALE warehouse management solution to comply with the new operating environment and better position the company for the future.

PROGRESS & RESULT

Century has a cohesive environment where order management, warehouse management and purchasing systems flow together cohesively, enabling the company to better serve clients. The Microsoft .NET solution enabled Century to reduce maintenance expenses and gain flexibility in its warehouse.

“Ultimately, we selected Manhattan SCALE because Century and Manhattan enjoy a mutual partnership based on expertise and respect. We are the largest, most successful company in our industry and Manhattan has a similar reputation in its industry. That’s important to us.”

DAN BOWER, PRESIDENT
CENTURY MARTIAL ARTS

REDUCED COSTS AND INCREASED FLEXIBILITY

at Century Martial Arts

CENTURY MOVES TO .NET TECHNOLOGY

Based in Oklahoma City, Oklahoma, Century is the world's largest manufacturer and distributor of individual contact sports equipment. The company sells products to support martial arts, mixed martial arts, boxing and kickboxing around the globe through Internet, catalogue and retail channels. Century distributes products under its own name, and also under other major brands such as the TapouT, UFC and the adidas brands.

Beginning with a 50,000 square foot facility, the company plant has expanded to a single facility with more than 550,000 square feet. It houses the sewing operation, shipping and receiving and administrative offices. A long-time Manhattan client, Century had been operating its distribution center for years with an AS400 system that ran an earlier generation of Manhattan's Warehouse Management.

Century knew, however, that it had to upgrade its supply chain systems. "We face numerous competitive pressures in the sporting goods industry and must constantly find ways to drive down costs while providing a superior customer experience," said Dan Bower, president of Century. "By moving to Microsoft's .NET server, we could reduce maintenance expenses and gain more flexibility in our warehouse."

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The implementation finished eight weeks ahead of schedule and significantly under budget. More importantly, Century didn't experience any downtime and never missed a day of order fulfillment or shipping—making the transition completely seamless in its distribution center.

"Some companies experience an average of five days where their shipping capabilities dramatically drop during a go-live warehouse management implementation," said Bower. "With Manhattan SCALE, we never missed a beat."



Century attributes the successful installation to the team of experts from within the company and from Manhattan Associates. "The combination of expertise from our IT and distribution teams, blended with the expertise of the Manhattan SCALE team, was the primary reason the project was completed eight weeks early and under budget," explained Bower. "Everyone came together and functioned as one team. That's a real supply chain partnership."

MISSION ACCOMPLISHED WITH MANHATTAN SCALE

Century Martial Arts set out to achieve three primary goals with the Manhattan SCALE implementation, and all three were accomplished.

- The first was to maintain and improve on its warehouse management capabilities while moving off the AS400 platform to a client server platform.
- Secondly, the company wanted the flexibility to secure long-term growth and become more dynamic with its warehousing and distribution operations. Manhattan SCALE now allows Century to operate with extended hours to serve clients around the globe. "We had some limitations because we had to run our old warehouse management system on the AS400," said Bower. "It limited performance because one operation had to complete before another one could begin."
- Finally, the company wanted a more cohesive environment where the order management, warehouse management, and purchasing systems all flow together more cohesively. "It's like the perfect sparring match where every player is evenly matched," said Bower. "Manhattan SCALE has proven to be the ideal system for our operations, and Manhattan Associates is the right partner we can grow with."