

DAVID'S BRIDAL FINDS THE PERFECT MARRIAGE

with Manhattan Associates

OPERATIONS

Headquarters: Conshohocken, PA
Facility locations: Approximately 300 retail locations in the United States, with headquarters and distribution warehouses located in Pennsylvania

MANHATTAN SOLUTIONS

Warehouse Management
Distributed Order Management
Replenishment

DAVID'S BRIDAL



CHALLENGE

Resource intensive order processing; no real-time inventory visibility to ensure on-time delivery; rapid growth in order volume. The company wanted to grow from a medium-sized business to the leading national bridal retailer.

SOLUTION

Warehouse Management provided the supply chain foundation. Distributed Order Management was later deployed to strengthen order fulfillment.

PROGRESS & RESULT

Automated supply chain processes and expanded retail operations; achieved nearly 100% accuracy in order delivery.

"We're not just moving a commodity. We are literally delivering dreams to our customers. The products we sell and ship must be accurate and on time to fulfill that dream, and our supply chain must execute flawlessly to meet that commitment."

JEFF WARZEL, SENIOR VICE PRESIDENT, SUPPLY CHAIN, DAVID'S BRIDAL

OUTFITTED FOR SUCCESS

at David's Bridal

DAVID'S BRIDAL UNVEILS SUPPLY CHAIN STRATEGY TO DELIVER ON DREAMS

Every bride dreams of finding the perfect wedding gown. As the nation's leading bridal authority, David's Bridal has been "delivering on dreams" for nearly two decades. The company serves more brides-to-be than any other bridal retailer in the United States. Today, its customers rely on the near 100% on-time delivery rate of their gowns—a number most other retailers never touch.

David's Bridal provides one-stop shopping for exquisite bridal gowns, bridal party attire, special occasion dresses and accessories at more than 300 stores. Beating its competitors to the punch, the company introduced an innovative shopping option for brides: stores filled with a vast selection of designer wedding gowns, in stock, in every size.

While cutting edge, this concept of stocking its stores with a myriad of products was a challenging proposition for David's Bridal. In the late 1990's the company supported 40 stores with a paper-based special order system and a manual distribution process. "Stores would fax orders to our fulfillment office, and the distribution team would process them in the order they were received. As business grew, it was not uncommon to walk into the fulfillment office and see the bank of faxes running with reams of paper spilling over to the floor," said Caryn Furtaw, CIO. "We had reached our tipping point, and got serious about finding a supply chain partner."

David's Bridal first struck a partnership with Manhattan Associates to automate these processes, expand its growth and improve order accuracy. It deployed Warehouse Management to achieve these goals. "When looking for a distribution partner, we evaluated the tier one companies and after an exhaustive RFP process concluded that Manhattan Associates was the perfect fit," said Furtaw.

The company continued to expand, adding more retail locations and a second warehouse in Bristol, Pennsylvania to divide its inventory. "Bridal gowns and accessory items that are flat-packed are housed in our Bristol location, while the Conshohocken facility manages our bridesmaids' products, which are garments on hanger," said Michael Toth, vice president of business systems and quality assurance.



"With Manhattan Associates, we've gained a partner we can grow with. I can't say enough about the people that work with us. It's as if they have become a part of David's Bridal, anticipating our requirements and delivering solutions that meet the needs of our business."

As the supply chain became more connected across its warehouses and retail stores, the company implemented various internal procedures to increase accuracy and reduce shipping times. Cross-functional teams were developed to improve information exchange, completely document the supply chain, detect inefficiencies and identify the most profitable product lines.

"We introduced key performance indicators (KPIs) to monitor and measure our operations," said Jeff Warzel, senior vice president of the supply chain. "As each team reported their findings, it became clear that we needed better visibility into our inventory to manage growth and capture more market share."

DAVID'S BRIDAL SAYS "I DO" TO MANHATTAN'S DISTRIBUTED ORDER MANAGEMENT

As the company took on more retail locations and broadened its inventory selection, balancing customer demand with supply became more challenging. David's Bridal had to deliver orders on time to satisfy customers, but needed to avoid excess inventory in their warehouses.

"We're not just moving a commodity, we are literally delivering dreams," said Warzel. "That means dresses have to be ready and in the hands of our customers before their big day arrives. There's no margin for error." To ensure customer satisfaction and keep pace with consistent growth, David's Bridal required more visibility of its inventory and a centralized ordering system. David's Bridal had relied on Manhattan for solutions that enabled growth and improved its supply chain process for more than a decade. "Our relationship with Manhattan Associates has evolved from that of a technology vendor to a strategic partner embedded in our company and industry," said Warzel.

His team evaluated the supply chain with Manhattan and decided to upgrade the existing Warehouse Management system and implement Distributed Order Management to gain a global view of its inventory.

Distributed Order Management centralizes all orders into one repository for enterprise-wide fulfillment. It also helps David's Bridal to procure items across its supplier network, minimize delivery times and generate performance reports that measures its supply chain process.

DAVID'S BRIDAL GROOMED FOR SUCCESS, DOMINATES THE MARKET

Distributed Order Management has helped David's Bridal capture market share and implement numerous improvements. Today the company leads its market, owning more than 30% of the bridal gown industry. "Over 30% of all brides walk down the aisle wearing a David's Bridal gown," said Furtaw. "Inventory accuracy increased, our pick rate and throughput improved tremendously, and with the aid of the system we have full confidence in our commitment to deliver our customer orders on time. The company added new stores over the last few years seamlessly, and started a make-to-order service for its customers.

David's Bridal is implementing Manhattan's Replenishment solution to help reduce inventory and keep the optimal flow of goods moving across its entire supply chain. "We have enjoyed a long standing reciprocal relationship, where we have been early adopters of many of the Manhattan products and, in turn, are extremely willing to host clients and provide demonstrations," said Furtaw. "Manhattan is a proven strategic partner, helping us achieve our goals."

Next, David's Bridal intends to review Manhattan's Assortment Planning solution to help it anticipate and respond to shifts in product demand. "We've gained a partner who has proven they are willing to grow with us," said Furtaw. "I can't say enough about the people. Manhattan has invested in a team that has a deep knowledge of the space and understands the nuances of our business." It seems this honeymoon may last for some time.

