ENABLING WAREHOUSE MANAGEMENT FOR AUSTRALIAN CHAIN OF DEPARTMENT STORES

Abstract

Client is a leading fashion and apparel retailer in Australia with annual revenue of more than 3.5 billion AUD from its stores and online channels.

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Business Challenge

- Real time inventory visibility across various fulfillment channels and locations

- Enable stores and distribution centers to fulfill orders

- Improve customer satisfaction by delivering inspirational customer service across all retail channels including improved management of merchandise, and improved speed of delivery and fulfillment

- Reducing fulfillment costs for customer orders placed online and in-store

- Improved stock visibility by site (store) allowing improvements in availability and service levels and as a result supporting sales and stock turn initiatives.

Infosys Solution

- Proposed a phased approach for incremental functionality to deploy Sterling WMS rollout in all stores and central stocks warehouse.

- IBM Sterling WMS solution will enable "Buy Anywhere, Pickup Anywhere, Return Anywhere" functionality by integrating the sales and fulfillment channels.

- IBM Sterling Warehouse Management System (WMS) is configured to:

- Suggest Putaway bins based on product characteristics, demand, value etc.; Generate pack lists and pack labels and integrate with carrier systems

- Support multiple picking algorithms such as zone based picking, order based picking, item based picking and is integrated with multiple picking devices.

- Integrating the WMS systems with applications in the client landscape for e.g. client website, Retek/MRPS, payment gateway, email, loyalty management system, POS, B2B gateway

Benefits to customer

- Infosys is supporting client's strategy to be Australia's leading Omni-Channel retailer, delivering a seamless customer experience across all channels. The client is measuring the value derived from the program on the following parameters -

- Convenient – easier customer purchase journey across all channels, including access to a wider selection and better availability of products and services

- Consistent – provide consistent information to customers across all channels, including stock availability, fulfillment options and after-sales service.

- Profitable – enable profit generation in existing and emerging channels, through efficient fulfillment processes and the ability to grow omni-channel sales.

For more information, contact askus@infosys.com

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