

Wholesale Operations Migration and Systems Integration for a Fashion Retailer

The client is a multi-brand, global fashion industry leader that designs, sources, manufactures, distributes, and markets footwear, apparel, and accessories in over 1,100 retail stores, generating more than \$10 billion annually.

The client decided to migrate wholesale processing for two of their brands to a new distribution center, specifically for the servicing of their discount retailer and warehouse club customers. The client's strategic direction to have multiple brands processed out of one location allows for the setup of one vendor compliance program per account and provides adequate space and processing areas for the future growth of Club and Value businesses.

The client engaged Clarkston's Retail Supply Chain Experts to build thorough project plans for the migrations and lead the systems integration for both brands with the new warehouse in the context of their complex technical architecture.

Retail Case Study

PROJECT OVERVIEW



INDUSTRY:



Retail

PRODUCT AND SERVICES:



Apparel and Footwear

PRIMARY OBJECTIVES:

- Complete systems integration so that the brands can fully operate from the new distribution center (DC) for the holiday 2024 and spring 2025 seasons
- Ensure that the new distribution center follows all compliance standards for labeling and ticketing in accordance with vendor guidelines

RESOLUTION:

- Managed discovery, design, development, and testing of new integrations to/from client's ERP systems to the new DC
- Built functional documentation and developed enhancements for client's ERP systems to communicate with the new DC
- Supported business planning of inventory transfers and fulfillment optimization during transition from legacy DCs to the new DC
- Led integration management and regression testing of upstream and downstream interdependent systems, such as NetSuite, EDI, Infor Nexus, and Snowflake/BI
- Provided testing leadership for both initiatives and ensured use of lot codes for inventory and customer purchase order management were incorporated into the new DC's systems and processes
- Developed integrations to accommodate the systemic transfer of inventory from the legacy DCs to the new DC
- Successfully planned go-live operations of vendor receiving, DC inventory management, and customer order fulfillment to meet holiday 2024 and spring 2025 timelines
- Managed hypercare activities across multiple vendors, mitigating any risk of business disruption

KEY BENEFITS:

- Operational shift that enables client to realize approximately \$5.5M annually (using fiscal 2025 volumes) through reduced processing costs and economies of scale
- Flawless test execution and go-live management with minimal hypercare incidents for both initiatives
- New DC has been consistently receiving inventory and shipping orders on time and providing an excellent level of support to the client
- Delivered both initiatives on time, under budget for one and on-budget for the other

KPIs

- Completed the migration for both brands by the targeted date
- Built 40+ integrations between brand ERPs and the WMS at the new DC
- Completed 200+ test scripts for master data, inbound receiving, outbound delivery, returns, and transfers

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