

Improving Logistics Efficiency: TMS Implementation for an Apparel Retailer

A global, multi-brand retailer sought to implement a transportation management solution (TMS) that would support store visibility and pool distribution across all brands. This solution would give store employees insight into the retail products being shipped from the client's distribution centers, which would improve labor planning and supply chain visibility. The client also sought to reduce transportation costs by integrating shipments through pool carrier points, which would decrease reliance on higher-cost parcel carriers such as UPS.

Because many of the retailer's stores are located in malls and often share the same mall with other company-owned brands, pool distribution was a strong fit. In this model, products leave distribution centers in truckloads and are sent to a pool point, where shipments are consolidated and sorted based on geographic proximity and store groupings. From there, deliveries are made more efficiently to nearby stores. The new system would allow store employees to see when the product has been processed, the items within those cartons (whether they are prepacks, supply cartons with hangers, etc.), and what carrier/parcel provider is processing the product.

Clarkston Consulting took over from a previous vendor to lead the design, development planning, testing, and deployment for the remaining brands to deliver a consolidated transportation management tool to the client. Our team partnered with the client's transportation team and supply chain application developers to meet the specific needs of their distribution centers operated by 3PL employees, match allocations requirements for product hierarchies, and integrate with their carrier providers.

Retail Case Study

PROJECT OVERVIEW

INDUSTRY



Retail

PRODUCT AND SERVICES



Apparel

PRIMARY OBJECTIVES

- Implement store visibility on a SaaS web page for all client stores
- Integrate pool carriers for two client brands for cost savings
- Streamline the transportation tool for all brand entities onto one solution

RESOLUTION

- Delivered the design, development planning, testing, and deployment for all brands
- Matched carton label definition out of multiple distribution centers to the third-party solution's requirements
- Matched export logic to third-party solution based off physical processing within the DC by 3PL employees and data availability within internal systems
- Consolidated transportation visibility for two instances of warehouse management system in the same distribution center onto the same transportation solution

KEY BENEFITS

- Cost savings by integrating pool carriers for two separate brands vs. shipping everything by parcel
- Files are integrated back from pool carriers to identify damaged goods and proof of delivery, informing the transportation function for tighter carrier compliance
- District/regional managers and store employees have greater visibility into what product is coming, which increases more precise labor planning
- All client brands/entities are on the same transportation solution



KPIs

- Integrated data from 8 client distribution centers
- Integrated 10 different pool points/carriers with outbound and inbound data to the transportation solution
- Live in 500+ company stores

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