



eCommerce Technology & Automation for Fast-Fashion Retailer

Large, well-established fashion retailer with multiple brands needed to rebuild and design their existing physical distribution centers.

The retailer operates over 2,400 stores in the US, as well as a growing eCommerce presence in the retail market. However, the growing pressure to increase eCommerce traffic created several key issues for the company.

- Distribution centers were physically built to support traditional brick-and-mortar retail
- Warehouse technology was near end-of-life and did not scale efficiently for their growing eCommerce business

These challenges, combined with staff shortages and high cost-per-unit operations, drove the need to include automation paired with best-of-breed technology in their distribution centers.

Objective

Implement automation and advanced execution systems to optimize eCommerce fulfillment

Results

- Same-Day Shipping for +90% of orders in pilot site after six months
- Increase in unit throughput from 30,000 units per day to 300,000 units per day in pilot site after 8 months
- Further increase to 500,000 units per day after 18 months
- Overall network unit throughput increase across network eCommerce DCs
- +98% order accuracy for eCommerce orders

Bricz Team

Bricz Supply Chain Leaders brought on as Product Managers and Logistics Business Systems Support to align long-term organizational goals with operational needs. Products managed included:

- WMS provided by best-of-breed magic quadrant leader
- WES internally developed by Retailer (2 DCs)
- Leading third-party WES provider (2 DCs)
- WCS for Automated Storage and Retrieval System (AS/RS)

Additional services provided included:

- Front line for system support at multiple facilities
- Managed ongoing process improvement
- Prioritized and coordinated defect resolution across multiple sites

Technology & Automation Focus

1. Warehouse Execution System Design

The Retailer-developed Warehouse Execution System was designed and implemented at two sites to manage product and workflow in fulfillment centers with multiple automated process. The WES integrated with best-of-breed WMS and WCS.

Physical material handling equipment included:

- Automated Receiving (dematic)
- Residual ASRS (TGW)
- Inbound ASRS (TGW)
- Beumer Bomb-Bay Unit Sorter
- Cross-belt Shipping Sorter (Dematic)

The Bricz Supply Chain team worked in conjunction with the Retailer to improve their eCommerce fulfillment through automation and integration with improved execution systems. The team additionally provides long-term support to ensure the ongoing success of these initiatives.

Interested in learning more? Talk to us at info@bricz.com

2. WES and WMS Integration with Automated Systems

Third-party WMS and WES were managed and designed for seamless integration, supporting wave-less online order fulfillment with continuous prioritization of work based on customer-driven shipping promises at two sites.

These technologies were paired with state-of-the-art warehouse automation, including:

- Automated Receiving (PFI)
- Robotic-Arm Order Matching Stations (Kindred)
- Auto-bagger for Single- and Multi-Unit Orders (Accutech)
- Inbound ASRS (TGW)
- Beumer Bomb-Bay Unit Sorter (Beumer)
- Moving Slat Sorter (PFI)