SNAPFULFIL™
Warehouse Management System



From ‘distribution center’ to ‘direct to consumer’

The DC to D2C logistics evolution and how to take advantage

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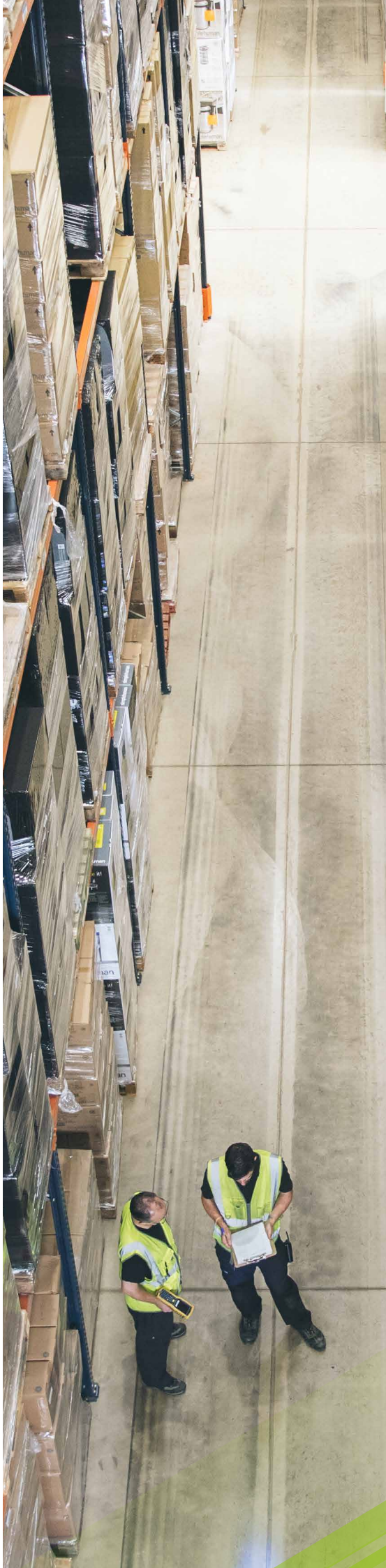
Making the switch to **direct selling**

We now live in a world driven by fast moving e-commerce and ever shifting customer demands – with the need for flexible warehouse operations key.

The growth in direct to consumer (D2C) retail – from boutique operations to global brands – has accelerated over the past 24 months, bringing heightened demand for agile, cost effective warehouse management solutions.

But don't worry – this needn't cost the earth.

In this guide we look at what you should consider when making the move from wholesale distribution to online D2C retailing, including what to think about when making the switch from a legacy warehouse management system (WMS) to a cloud-based solution.



"The SnapFulfil system makes sure the pick is in place and the first time pick is successful, as increasingly for us it's all about a quick pick, pack and dispatch – to ensure optimum fulfillment levels and a good customer experience from start to finish."

Suki Lotay - European business systems lead at global floorcare market leader, Vax



Top 10 considerations for making the move to D2C retailing

1. The direct to consumer trend will only continue to grow. Crucially it allows businesses to build a more direct relationship with their customers, via a more fluid online presence that not only allows them to immediately connect, but also learn more about their individual buying habits and spend.

2. Brands are increasingly realizing the potential of D2C and taking advantage. The capacity for quick and cost effective on-the-job realignment is key – and the benefits are tangibly lower overheads, bigger profit margins and superior customer service levels to name but a few.

3. Models need to change, particularly in the warehouse or DC environment. The financial and brand benefits of the D2C model can be substantial, but it does require a dramatic retooling of operational expertise and efficiencies.

4. Look at the flow of materials, product and information. Intralogistics needs to be carefully managed in the D2C channel, as it's all about efficiency with higher volume and smaller orders to satisfy customer demand for shrinking delivery timeframes.

5. Giving the right information when and where it's needed, to the right people in the warehouse, is vital. A technologically advanced WMS like SnapFulfil will optimize operations and labor by controlling every task on handheld devices in prioritizing sequence – typically delivering savings of around 20%.

6. Materials handling needs to be done at a more granular level. This delivers better data quality, resource allocation and streamlined process flow. Introducing the likes of order priority handling can also bring significant cost savings.

7. Big batch picking is no longer appropriate, so systems are needed to manage the smaller picks. Trying to process e-commerce 'each' orders in the same way pallet and case orders are picked for retail quickly proves inefficient. Without process changes, the cost of picking will be disproportionate to the order value.

8. Improvements in pick times can be significant, making a strong case for business investment. Dedicated WMS software reduces the time required to match up picked stock with customer orders, while more item packing areas and pick face packing ensures high success rates for forecasted replenishment.

9. AS/RS can also help to increase efficiency, but must be done for the right products. Automated storage and retrieval systems (AS/RS) have grown popular since functionality controlled by the WMS automatically places and retrieves stock quickly and easily, ensuring much improved space efficiency, plus reduced labor costs.

10. Control via an integrated, advanced WMS is essential. The cost of stand-alone AS/RS can be high, but best-of-breed WMS software can bring it all together and instead deliver rapid ROI. Just make sure you choose a system that can react swiftly based on volatile business needs and shifting customer demands.

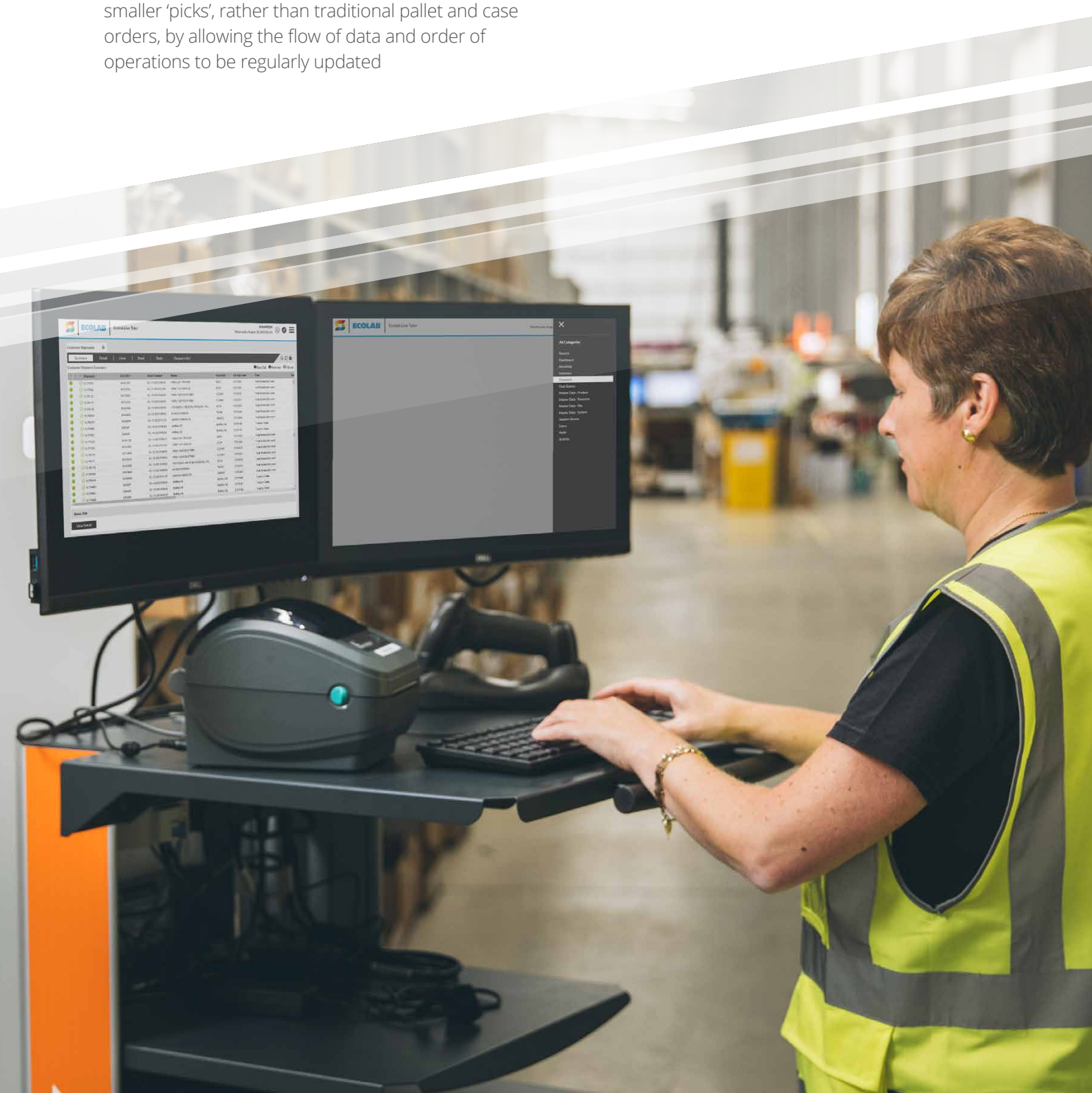
Technology that's **fit for purpose**

The financial and brand benefits of the D2C model can be substantial but requires a dramatic retooling of operational expertise and efficiencies. This includes everything from customer service and experience to returns management, direct merchandising, direct delivery and warehousing and logistics.

In other words, the devil's in the detail. Investing in a cloud-based WMS that facilitates responsive support options and change management is key to managing smaller 'picks', rather than traditional pallet and case orders, by allowing the flow of data and order of operations to be regularly updated

This empowers management to easily:

- ☑ **Store**
- ☑ **Organize**
- ☑ **Deliver**
- ☑ **Track** the accomplishment of work throughout the facility





Getting your orders **right the first time**

Order fulfillment accuracy is more critical than ever in this modern 'post-Amazon' era, with digital transformation being the way forward to survive and flourish.

Creating a totally integrated technology framework (with a functionally rich WMS at its beating heart) underpins your operations and lets you see and analyze data from across the business. The mass of information previously held in silos is turned into reliable and real time insight that helps you make much better strategic decisions.

"SnapFulfil is everything we were hoping for; it manages and solves our specific issues and problems very well and tells us exactly what is where and the right quantities. For example, there's been a perfect count on SKUs from day one and not a miss-shipment since."

Watch Gang's SVP Operations, Sam Christian



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Want to find out more about SnapFulfil's business transformation expertise?

This guide offers just a 'snapshot' of the benefits of the D2C model, powered by SnapFulfil WMS. If you'd like the expert insight of our team, simply give us a call or send us an email and we will be happy to discuss your e-commerce fulfillment and digitalization needs.

Email: **info@snapfulfil.com** or visit **www.snapfulfil.com**