

Case Study: Browns Shoes Leading The Way With Order Consolidation

Browns Shoes is North America's leading independent footwear chain, with over 65 stores and a long standing e-commerce presence. To improve their customers' experience both online and in-store, they invested in OrderDynamics' DOM technology (distributed order management) to improve fulfillment and inventory visibility.

With OrderDynamics DOM, Browns was able to:

- Reduce the overall order leadtime by 13%, within the first month of operation
- Compress the order-to-fulfillment cycle to as low as 15 minutes
- Ensure fulfillment for 99.5% of orders & shipments
- Soon show real-time inventory down to the individual store level
- Set the stage to leverage the powerful new order consolidation features to both drive down shipping costs and improve customer satisfaction



The Challenge

Since the 1940's, Browns Shoes has delivered the best selection of women's, men's and children's footwear from top international designers. In 2015, Browns invested in a state-of-the-art 75,000 square foot distribution center (DC) with 63 robots fulfilling store and online orders. Given Browns' vast product selection, holding full inventories at each location was just not an option. To provide outstanding customer experiences with fast order fulfillment Browns Shoes needed accurate, continually updated information, and the ability to leverage merchandise from any location - immediately.

The Solution

Browns Shoes needed a distributed order management system. But they needed one with real-time inventory visibility, optimized order routing, and one that enabled advanced hub and spoke retail operational capabilities. The system needed to process transactions from any order source quickly, and bring together multi-line orders to designated locations for order pickups or single box shipments. Also, this needed to be available at every store, for every associate and customer.

After reviewing many systems, the OrderDynamics DOM was selected for its advanced capabilities, flexibility, and unique new development of Order Consolidation - a function that Browns Shoes needed. OSF Commerce and OrderDynamics worked to seamlessly interconnect the DOM with 5 different retail systems into a single unified commerce solution. Browns Shoes now has real-time online inventory visibility, no longer has the challenge of selling out-of-stock items, and will soon fully leverage the consolidation capabilities to optimize operations. Order Consolidation will let Browns Shoes run a hub and spoke environment. It will leverage Browns Shoes' full breadth of inventory - regardless of location. All this while keeping an order together for a great customer experience.

The Results

After implementing OrderDynamics' DOM, Browns now offers a robust order-to-fulfillment process: getting the order, routing it from the optimal location and fulfilling the order in a timely fashion. Customer orders can now take as little as 15 minutes from order receipt to confirmation with tracking. Accurate real-time inventory visibility eliminates the challenge of selling out of stock merchandise.

Equipped with the advanced Order Consolidation capability Browns will soon offer a truly endless aisle, online and in-store. All order items will be brought together into one package to provide the exceptional Browns Shoes customer experience.

The results, Browns Shoes now offers express shipping with 99.5% accuracy, but with even tighter lead-times. They have benefited from a 13% drop in time-to-ship, and will soon deploy order consolidation to widen the gap between the Browns Shoes experience and the competition's.



This implementation will enable us to stay at the forefront of omni-channel retail for years to come.

Having solid and reliable partners like OSF Commerce & OrderDynamics ensures that we are able to provide our shoppers with exceptional experiences regardless of how they choose to shop with us.



Richard Sejean
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Browns Shoes

Learn more

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