

Browns Shoes

Leading the Way
with Order
Consolidation

SUCCESS STORY



Snapshot: Browns Shoes

Industry

Retail

The Challenge

Given Browns Shoes' vast product selection, holding full inventories at each location was just not an option. To provide outstanding customer experiences with fast order fulfillment, the footwear retailer needed accurate, continually updated information, and the ability to leverage merchandise from any location — immediately.

The Solution

After reviewing many systems, OrderDynamics® was selected for its advanced order management capabilities, a mandatory function that Browns Shoes required.

The Benefits

Browns Shoes now offers express shipping with 99.5% accuracy, with even tighter lead times. They have benefited from a 13% drop in time-to-ship, and have widened the gap between the Browns Shoes experience and its competitors.

Improved order fulfillment accuracy to

99.5%



Reduction in overall order lead time

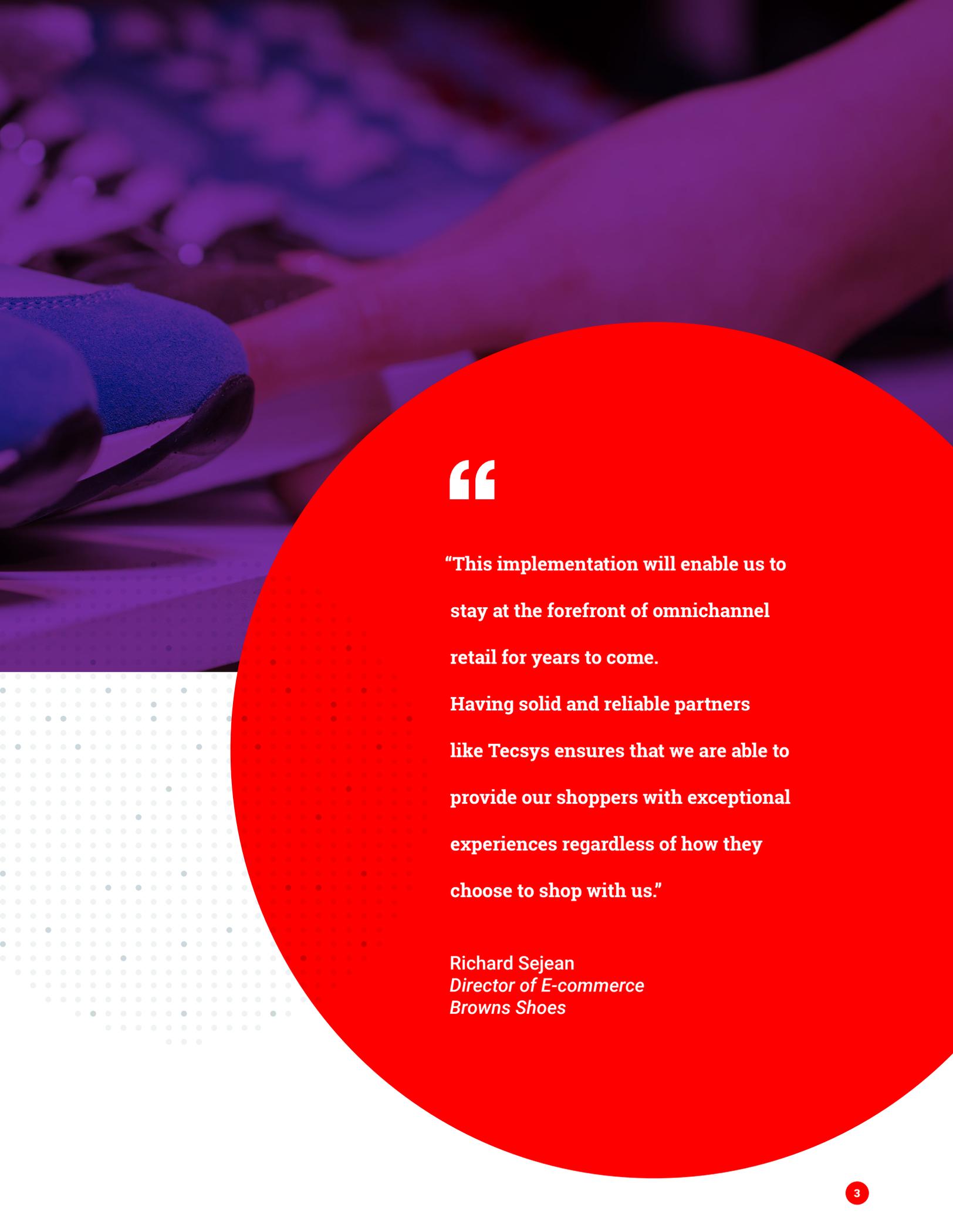
13%



Order-to-fulfillment cycle

15 min





“

“This implementation will enable us to stay at the forefront of omnichannel retail for years to come.

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

**Richard Sejean
Director of E-commerce
Browns Shoes**

About Browns Shoes

Browns Shoes is North America's leading independent footwear chain, with over 65 stores and a long standing e-commerce presence.

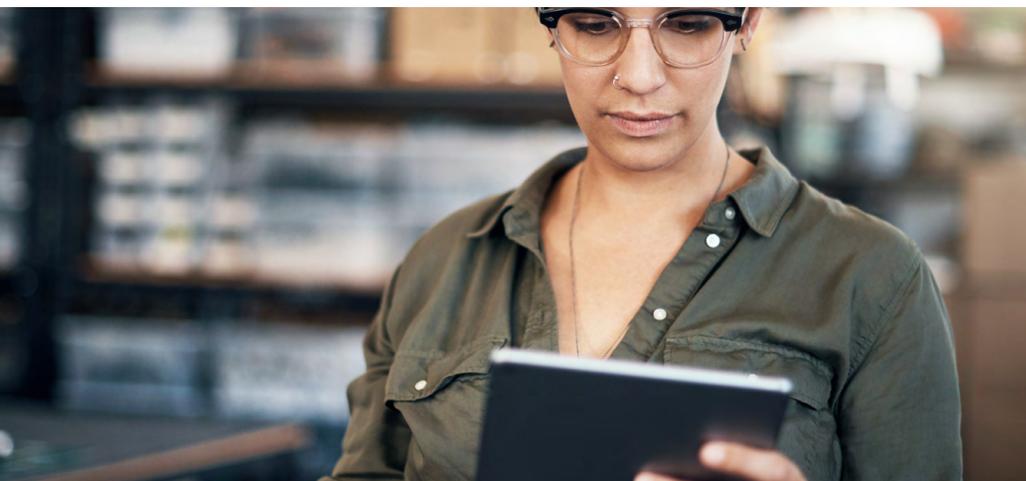
To improve their customers' experience both online and in-store, they invested in OrderDynamics® to improve fulfillment and inventory visibility.

Challenges

Since the 1940s, 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 Shoes' 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.

B*rowns*



Solution

Browns Shoes implemented OrderDynamics® as their OMS. They benefited from real-time inventory visibility, optimized order routing and a solution that enables 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.

Tecsys worked to seamlessly integrate OrderDynamics® with six 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 also leverages order consolidation capabilities to optimize operations. The order consolidation capability of the OMS allows Browns Shoes to run a hub and spoke environment. Browns Shoes can now leverage the full breadth of inventory – regardless of location. All this while keeping an order together for a great customer experience.

The order consolidation capability of OrderDynamics® allows 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.

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Results

After implementing OrderDynamics®, Browns Shoes now offers a robust order-to-fulfillment process: receiving 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 along with tracking. Accurate real-time inventory visibility eliminates the challenge of selling out of stock merchandise.

Equipped with the advanced order consolidation capability, Browns Shoes offers a truly endless aisle. All order items are brought together into one package to provide the exceptional Browns Shoes consumer 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 now offer order consolidation further widening the gap between the Browns Shoes experience and its competitors.

Browns is now able to:

Reduce the overall order lead time by 13%, within the first month of operation.	13%
Compress the order-to-fulfillment cycle to as low as 15 minutes.	15 min
Ensure fulfillment for 99.5% of orders & shipments.	99.5%
Show real-time inventory down to the individual store level.	Real-time
Leverage Tecsys' powerful order consolidation features to drive down shipping costs and improve customer satisfaction.	Order consolidation

About **Tecsys**

Since our founding in 1983, so much has changed in supply chain technology. But one thing has remained consistent across industries, geographies and decades – by transforming their supply chains, good organizations can become great.

Our solutions and services create clarity from operational complexity with end-to-end supply chain visibility. Our customers reduce operating costs, improve customer service and uncover optimization opportunities.

We believe that visionary organizations should have the opportunity to thrive. And they should not have to sacrifice their core values and principles as they grow. Our approach to supply chain transformation enables growing organizations to realize their aspirations.



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