

WMS Systems: Drive Efficiencies, Reduce Costs and Improve Service Levels

Presented by:

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POWERED BY **POSSIBILITIES.**



powered by  MHI

Natural Life

- Founded in 1996 by Patti Hughes
- Lifestyle apparel, gift and accessories for women
- Located in Jacksonville, FL
- www.naturallife.com



Natural Life Customer Profiles



B2C



Wholesale



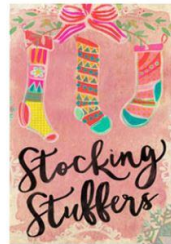
Key



Natural Life Products

- Apparel
- Home décor
- Gifts
- Accessories
- Over 2,000 products

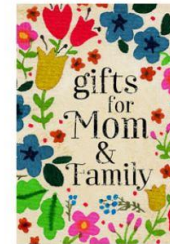
Irresistible gifts



[Shop Now](#)



[Boho Bandeaux](#)



[Shop Now](#)



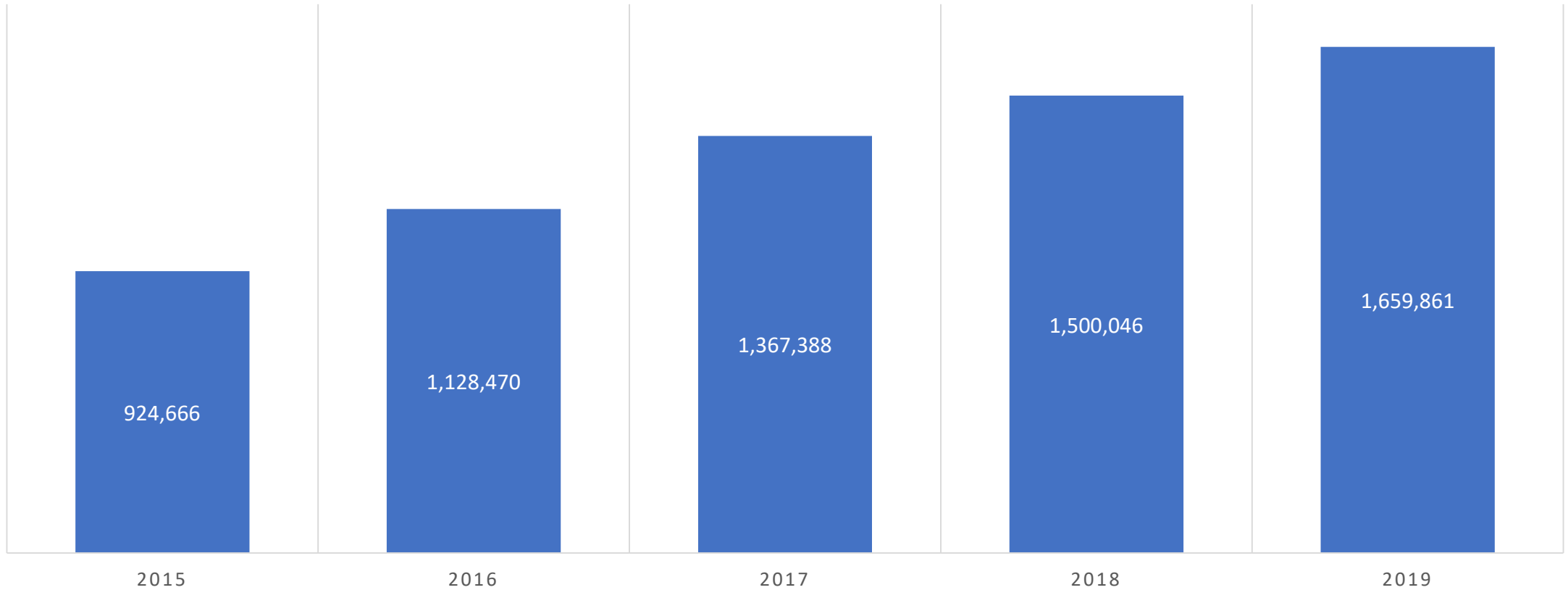
[Car Stuff](#)



[Shop Now](#)

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Annual Growth – Number of Order Lines



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Exit 3PL – Setup Natural Life Warehouse

3PL

- 3/2015 – 9/2017
- Tier 1 WMS
- Conveyor
- Gravity flow racks
- Wireless devices
- 20,000 Square feet



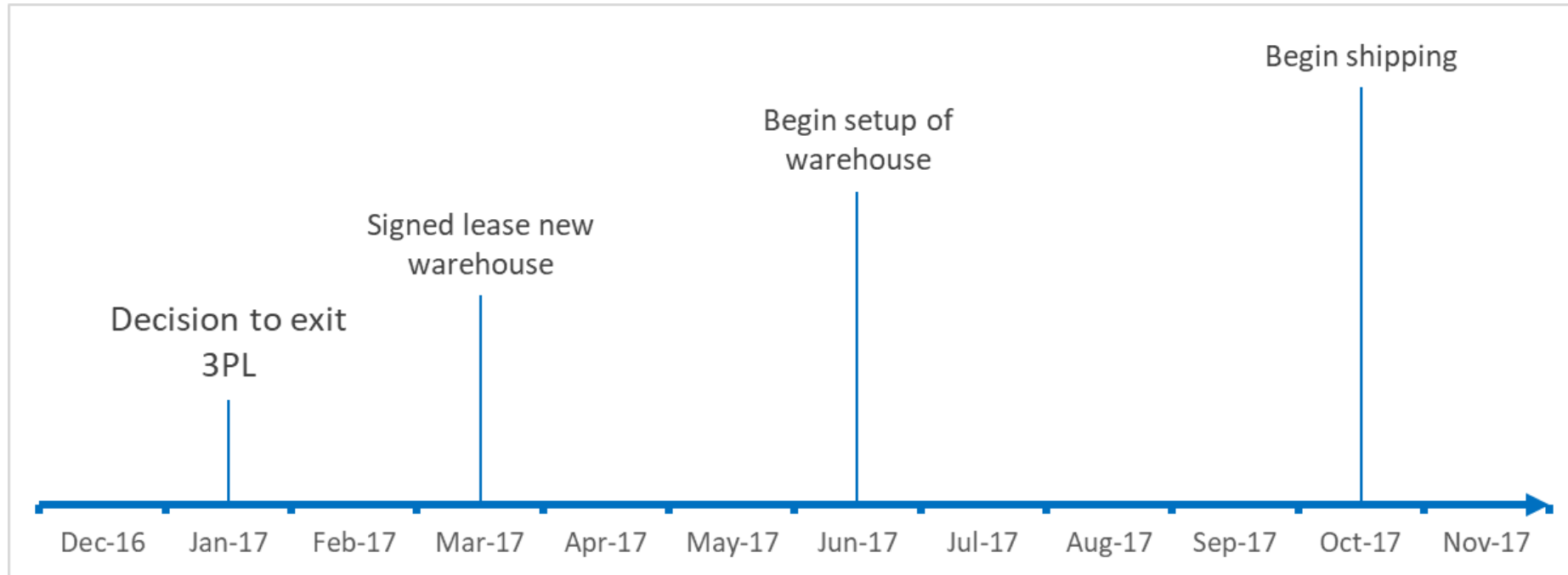
Natural Life Warehouse

- 10/2017 – Present
- Twin Oaks WMS
- Conveyor
- Gravity flow racks
- Wireless devices
- 40,000 square feet

3PL Issues

- Picking errors
- Order turnaround – could not keep up during peak
- Inventory accuracy
- Inbound receiving slow
- Chargebacks – due to labeling, cancel dates, shipping errors
- Interface issues – missing orders
- Shipping process slow – measure boxes and manual rate shop
- Expensive to make changes
- Inflexible – took a long time to make a change
- Returns process was manual and slow

New Warehouse Timeline



Better WMS Interfaces Drive Improvements

WMS to ERP live integration

- Orders, shipping, products, returns, receiving, inventory adjustments

WMS to material handling equipment

- Laser curtain – automatic carton dimensions
- In-line scales – automatic carton weight
- Diverters – small package, LTL, International

WMS to carriers via web api

- Shipping, address validation, rate shopping

Laser Dimensioner, In-line Scale, Shipping

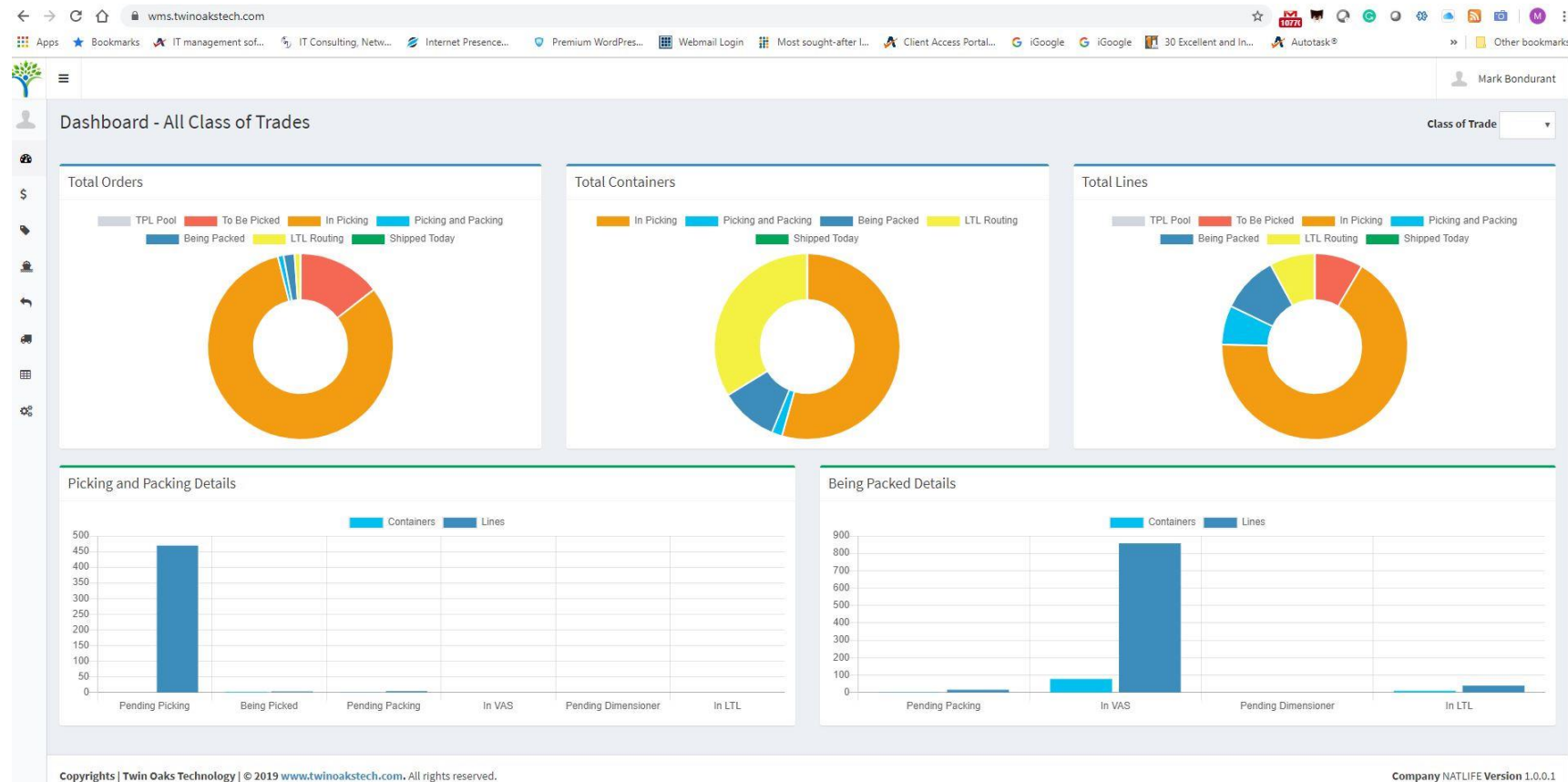


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Results: Reduced Costs & Improved Service

- Inventory accuracy improved by **68%**
- Ship station processing improved by **500%**
- Accurate carton dimensions saved on dimensional fees
- Accurate shipping addresses saved on address correction fees
- Automated rate shopping with last second conversion to 2 Day, First Class and GFP

WMS Dashboard to Monitor Throughput



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Company NATLIFE Version 1.0.0.1

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WMS: Improved Order Management

- Ability to manage order flow to picking
 - Consumer, wholesale or key
 - Shipping zones
 - Cancel dates
 - Order priority – expedited ship
 - International
 - Preconfigured releases

Warehouse Order Release

Choose Specific OrdersChoose Preconfigured Release

Choose your filters

Warehouse

Order Type

Early Ship

Order Entry Date

DC Release Date

Order Priority

Customer

CustomerPO

Ship Date

Ship To Country

Weight Range

Ship To State

Ship To Zip

Ship To Zone

Ship Via

Routing Guide

UCC128 Label

Cancel Date

Juris Code

Class Of Trade

Release Results

Show entries

ATS Number	WMS Order	Order Date	PO Number	Status
B2000550329	NL396892	08/15/2019	2000550329	To Be
B2000550331	NL396893	08/15/2019	2000550331	To Be
B2000550332	NL396894	08/15/2019	2000550332	To Be
ATS Number	WMS Order	Order Date	PO Number	Status

Showing 1 to 3 of 3 entries

Release Orders To WarehousePrevious

Better Management of Picking Workload

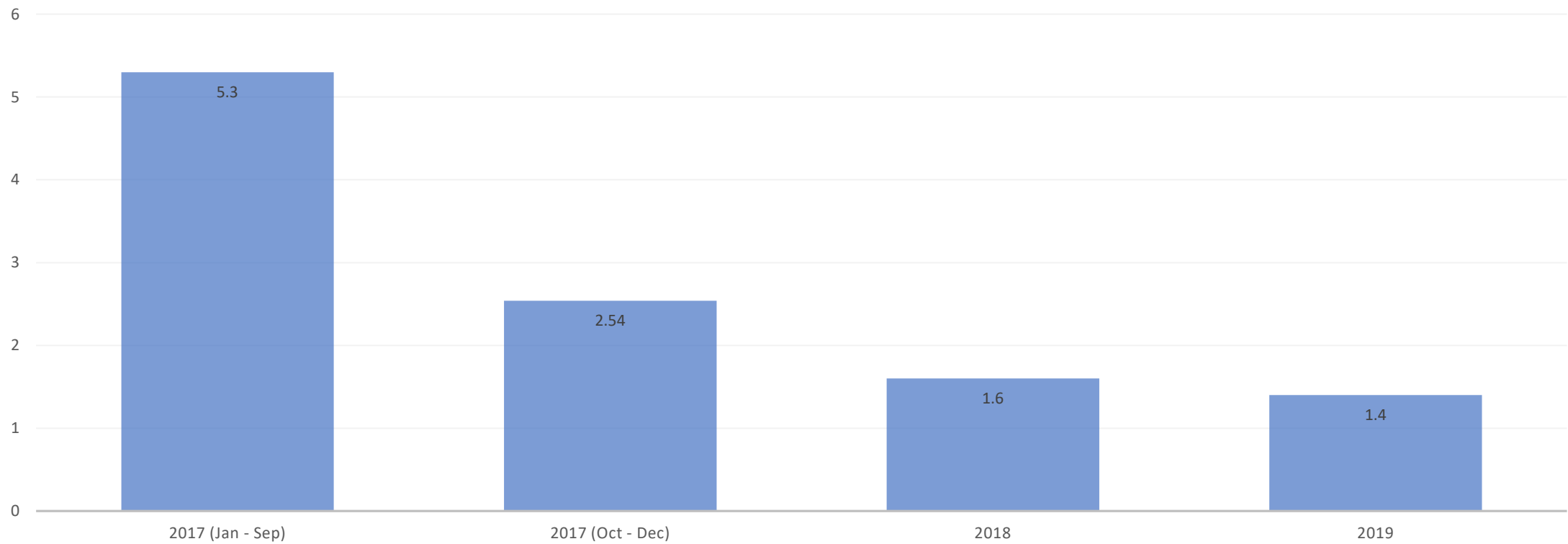
- Real time monitoring by supervisors
 - Identify bottlenecks
 - Reposition pickers to high volume areas
 - Suggest picker locations to maximize output
 - Dynamic zone – expands and contracts

Label	Picker	Picks	Starts	Available	BO	Restock	Disc
A	Picker1	356	301	25	0	0	0
B	Picker2	301	287	29	0	0	0
C	Picker3	401	301	42	2	0	0
D	Picker4	425	315	25	0	1	0
E	Picker5	280	115	52	0	0	0
F	Picker6	213	98	39	0	0	0
G	Picker7	305	142	27	1	0	0
H	Picker8	197	65	15	0	0	0

PA01	A	PB01	C	PC01	E	PD01	G
PA02	A	PB02	C	PC02	E	PD02	G
PA03	A	PB03	C	PC03	E	PD03	G
PA04	A	PB04	C	PC04	E	42 Picks 15 Starts	
PA05	A	PB05	C	PC05	E		
PA06	A	PB06	C	PC06	E	PD06	G
PA07	A	PB07	C	PC07	E	PD07	G
PA08	B	PB08	C	PC08	F	PD08	G
PA09	B	PB09	C	PC09	F	PD09	G
PA10	B	PB10	C	PC10	F	PD10	G
PA11	B	PB11	D	PC11	F	PD11	G
PA12	B	PB12	D	PC12	F	PD12	H
PA13	B	PB13	D	PC13	F	PD13	H
PA14	B	PB14	D	PC14	F	PD14	H
PA15	B	PB15	D	PC15	F	PD15	H
PA16	B	PB16	D	PC16	F	PD16	H
PA17	B	PB17	D	PC17	F	PD17	H
PA18	B	PB18	D	PC18	F	PD18	H
PA19	B	PB19	D	PC19	F	PD19	H
PA20	B	PB20	D	PC20	F	PD20	H
PA21	B	PB21	D	PC21	F	PD21	H
PA22	B	PB22	D	PC22	F	PD22	H
PA23	B	PB23	D	PC23	F	PD23	H

Results: Avg days to ship improved 378%

Average Order Turnaround in Days



WMS Picking Efficiencies

- Minimal picking errors
 - Leverage GTIN barcodes to validate unit
 - Item and grid pick location image available to pickers
- Automated restock with high priority when out of stock
- Faster picking with visual cues and voice commands
- Multiple pick methods available based on workload
 - Rush, cart, dynamic zone, waveless, mini-pick aisle
- Multiple devices
 - Wearables, guns, glasses, phones and Bluetooth ring scanners

WMS Picking with Glasses



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Results: Improved Pick Speed and Less Errors

- Average lines picked per hour improved **174%**
- Employee record single day LPH **171 LPH**
- New pickers start picking on **Day 1**
- Picking accuracy **99.37%**
- Expedited order turnaround at peak **< 4 Hours**

WMS Packing Improvements

- Customized packing list by class of trade
- QC checklist to validate picking accuracy
- Integrated returns label on packing list
- Ability to print gift messages
- Breakable items flagged for carton packing vs envelopes



Results: Improved Customer Experience



**Gift card personalized
gift giving**



**Integrated return label
simplified process for
customers**



**QC checklist proved
very helpful finding pick
mistakes**



**Decrease in carrier
damages by packing in
correct container**



**Better customer
experience tailored to
customer class**


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WMS Returns Processing

- Integrated return label enabled scan of tracking number
- Integration with Narvar enabled online returns processing
- Live integration with ERP
- Sellable product transferred back to forward pick location

What would you like to return?

These items from order 2000603678 can be returned until Dec 21, 2019.



A Wise Girl Once Said Canvas Pouch

Price: \$16.00

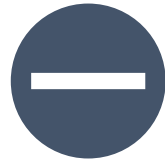
Quantity: 1

Next

Results: Faster Returns Processing



Reduced daily returns processing by **1 Hour**



Return rules enforced for non-returnable product

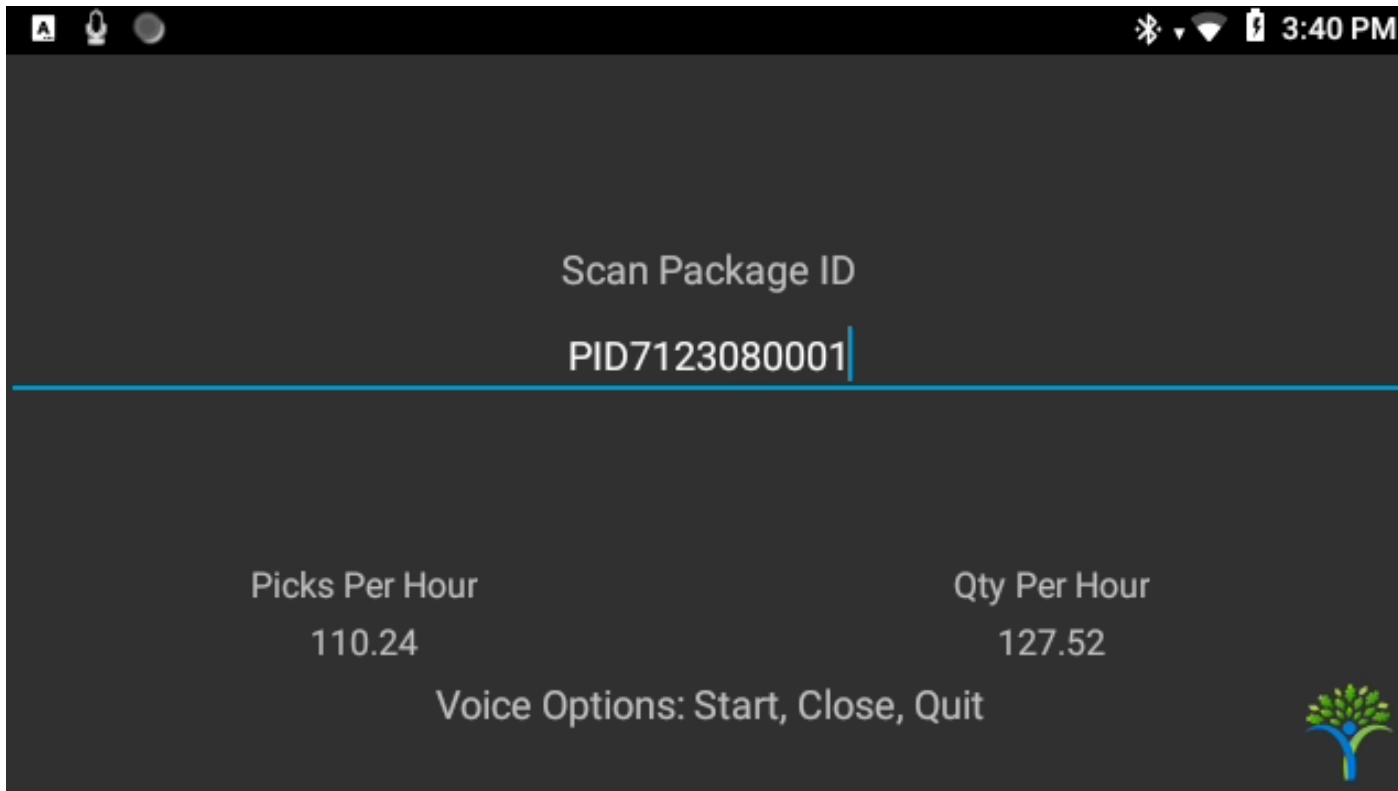


Return analysis automated with return reason codes



Return shipping cost reduced with rules based return options

WMS: Data Drives Continuous Improvement



Scan Package ID

PID7123080001

Picks Per Hour	Qty Per Hour
110.24	127.52

Voice Options: Start, Close, Quit

- Real time statistics for all job functions
- Track both productivity and quality
- Establish employee goals
- Employees receive real time feedback
- Evaluate new hire performance
- Tiered bonus program

Results: Increased Performance, Quality and Employee Satisfaction

Choose your type of statistic

Warehouse

Picking

Packing

OB QC

Ticketing

Shipping

Cycle Count

Drivers

Choose your timeframe

Hourly

Daily

Monthly

Choose your filters

Start Month

January

End Month

January

Shipper

Search

Start Year

2019

Start Year

2019

Stat Results

Show

10

entries

Shipper	Shipping Month	Hours Shipping	Lines SPH	Quantity SPH	Cartons SPH	Total Lines	Total Quantity	Total Cartons	Shipping Started	Shipping Ended
CASBRA	01/2019	182.88	715.55	2693.53	2693.53	130861	492594	23583	01/02/2019 07:20:16	01/31/2019 15:20:20
FORSHA	01/2019	195.41	126.86	766.71	766.71	24790	149824	3554	01/02/2019 07:18:48	01/31/2019 16:08:24

WMS Cost Saving Tools – Shipping Models

Shipping Rate Comparison Report

Start Date

12/02/2019

Rates to Use

Discount

Email Address

info@twinoakstech.com

End Date

12/06/2019

Package Count Modifier

3%

Ship Via Comparisons to Analyze

Add Ship Via Comparison

From Ship Via	To Ship Via	Residential Y/N	Best Rate Y/N
USPS	FedEx	Yes	Yes
From Ship Via	To Ship Via	Residential Y/N	Best Rate Y/N

Run Report

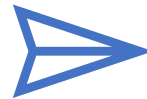
WMS Cost Saving Tools – Shipping Models



Run multiple models to negotiate better rates



Use historical package volume



Compare multiple carriers and ship methods



Run models against proposed rates



Identify impact of different surcharges

POWERED BY POSSIBILITIES.

Results: Significant Savings in Shipping Fees

- Comparative models improved negotiation
- Solidified decision to change carriers
- Annual savings in shipping fees + **\$100K**

Quotes from Natural Life Management

- Patti Hughes, CEO:

“We’re making everything look easy this year! Woohoo!!! Good job team!”

“So crazy fast you guys!!!!”

- Lesli Schmachtenberger, CFO:

“Huge shout out to CE and warehouse....how much more relaxed are we this year”

“Great job Warehouse Team!”

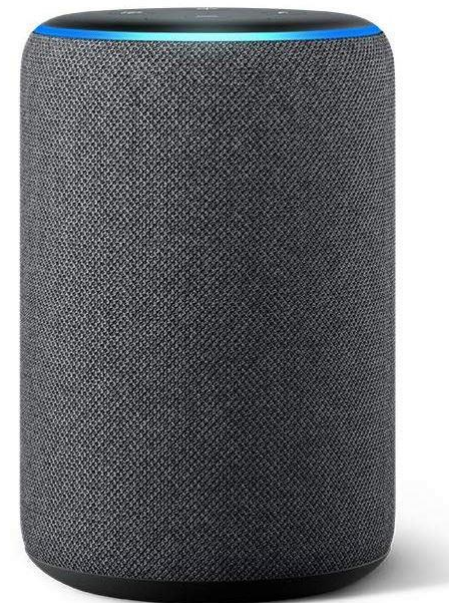
- Eve Chien, VP of Supply Chain:

“Nice job everyone! You break records again! Wow!”



2020 plans

- Integration with Fetch robots
- Integration with Amazon Alexa



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