

# Into the future

How SaaS enabled a successful expedited deployment for wholesale merchandise retailer.



## Snapshot

Company	<b>DM Merchandising</b>
Industry	<b>Wholesale Retail Manufacturing and Merchandising</b>
Warehouse Size	<b>180,000 Sq. Ft.</b>
Körber Competency	<b>Supply Chain Software</b>
Solution(s)	<b>K. Motion Warehouse Edge</b>

## Complexity

**Support a company's digital transformation by deploying a SaaS-based Warehouse Management System (WMS) on a condensed timeline**

## Best practice

**Utilizing SaaS WMS to rapidly transform an operation.**

Increased shipping accuracy to  
**99.87%**

Maintained one-day delivery on  
**98.7%**  
of shipments

**3 months**  
from contract signed to go-live

## Into the future

DM Merchandising designs, develops and distributes one of the most comprehensive inventories of products. Everything from fashion accessories, apparel and footwear to tech, jewelry and kitchenware. The company's goal is to take the friction out of doing business, for their customers.

Leadership at DM Merchandising noticed an aging infrastructure, including a 20-year-old Warehouse Management System (WMS). The team decided to be proactive and lead a companywide digital transformation.

## Finding the right solution

DM Merchandising needed a WMS that met their specific requirements. First and foremost, it needed to be a SaaS based system. To keep the system on-premise would be a massive financial investment as well as an extensive support lift. In addition, the solutions must support cartonization, waving and shipping. After thorough research, DM Merchandising selected partners to help facilitate the transformation.

The project was estimated to take a year to reach completion. The project began with the foundation of their digital transformation, an Enterprise Resource Planning (ERP) system implemented by NetSuite, a Körber partner.

Further downstream, the WMS portion of the project began. During the buildout, DM Merchandising realized the original WMS selection was not the best fit for their company and made the decision to switch to a new WMS provider.



This decision was not taken lightly, as they were on a tight timeline to still hit their go-live deadline. DM Merchandising brought in Impact WMS, a Körber partner, to guide them to a solution that could integrate well to the environment the wholesaler was already planning for.

### All partners on deck

Several options were considered, but DM Merchandising selected Körber's WMS (deployed in the cloud) solution. Körber set itself apart by its ability to support the key WMS capabilities DM Merchandising was looking for. As well as allow the company to achieve its current objectives quickly, while offering opportunities for future growth. It was made clear that DM Merchandising and Körber would be a great partnership.

DM Merchandising signed on at the end of October 2022, planning to go-live in January 2023. By the middle of November, they had a test environment up and running. Rapid deployment of the WMS facilitated by Körber's SaaS offering - allowed DM Merchandising to quickly begin the configuration and testing phases.

The original go-live date was met, due to the collaboration of both companies during implementation. NetSuite and SaaS deployments were key factors in hitting the go-live implementation timeline.

**“We think that cloud computing and the way that it has emerged in terms of scalability, plug-ins, and integrations has become the mainstream.”**

John Shalaby  
Chief Operations Officer

Following go-live and training, DM's warehouse associates were extremely receptive to the change. “Körber's WMS ease of use assisted in a smooth transition. Information in Körber's WMS is well done - querying or searching for information, was picked up quickly in this environment,” said John Shalaby, Chief Operations Officer.

DM Merchandising realized several key benefits within the first several months:

- 95 percent on time deliveries
- Increased shipping accuracy to 99.87 percent
- Maintained a one-day delivery on 98.7 percent of shipments
- Speed of implementation – WMS in the cloud allowed them to stay on time with the original timeline.

The most significant benefit was the time of implementation. **Just three months from signing the contract, the WMS was fully operational in the warehouse.**

### Looking ahead

DM Merchandising intends to continue to build. “To have a partner across the table in Körber, that's supporting us to set the bar in our industry. That is a testament to the partnership,” says John Shalaby, Chief Operations Officer at DM Merchandising.

**“We were able to maintain one-day delivery on 98.7% of our shipments – that in itself is a major testament in what we're able to do in not even year one, we're still in year zero.”**

John Shalaby  
Chief Operations Officer

