

# Okaïdi Turns to Manhattan Solutions

to Develop Distribution Model for Worldwide Use

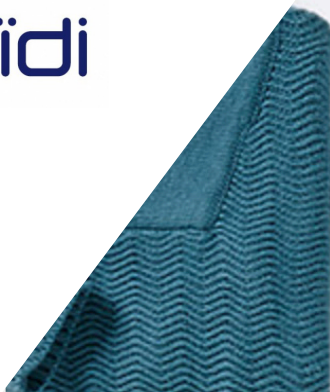
## OPERATIONS

Headquarters: Roubaix, France  
Distribution centres: 2

## MANHATTAN SOLUTION

Warehouse Management,  
Extended Enterprise Management

okaïdi



## CHALLENGE

Growth made Okaïdi's proprietary system obsolete and new distribution centres required more efficient supply chain infrastructure.

## SOLUTION

Manhattan's solutions optimize Okaïdi's supply chain from source to consumption.

## PROGRESS & RESULT

Okaïdi improved accuracy and productivity with the Manhattan solutions and developed a model that it could use throughout the world.

"While Manhattan's Warehouse Management solution enables us to efficiently manage warehouses, the company's Extended Enterprise Management brings us global visibility and the power to transfer some logistical responsibilities to our suppliers. Together, these solutions... enable us to achieve complete control and total visibility over our business."

FRÉDÉRIC GÉRARD, LOGISTICS DIRECTOR, OKAÏDI

# PREPARING FOR GLOBAL GROWTH

at Okaïdi

## INTERNATIONAL GROWTH SPURS DEVELOPMENT OF OPTIMIZED SUPPLY CHAIN MODEL

Established in 1996 and officially launched as a brand in September 2000, Okaïdi has become a leading player in the children's (0-14 years of age) apparel retail market. Today, Okaïdi owns more than 560 retail outlets in 55 throughout Europe, the Middle East and Pacific regions.

To accelerate its growth across many new and emerging international markets, Okaïdi realized it had to eliminate many of the operational

constraints within its supply chain and re-engineer its warehousing and distribution processes. As Jean-Luc Soufflet, managing director at Okaïdi confirms:

"Managing strong growth is a complex challenge for any company, particularly in an international development context. We consider a robust supply chain infrastructure a key component of our expansion strategy and so the creation of an optimized model in one region, that can be replicated anywhere in the world, was regarded as a crucial aspect of our growth plan."

Following an extensive supply chain research project, Okaïdi decided to acquire a robust, best-of-breed warehouse management solution to replace the obsolete proprietary system operating in its distribution facility in Roubaix (located in the North of France), and to equip a second facility in the same region. Together, these two adjacent facilities would serve as a combined hub for the French retailer's pan-European distribution operations.

## OKAÏDI SELECTS MANHATTAN SOLUTIONS TO OPTIMIZE SUPPLY CHAIN FROM SOURCE TO CONSUMPTION

After a thorough review of the supply chain execution market, Okaïdi selected Manhattan Associates' Warehouse Management to run on IBM's server technology, and work in conjunction with radio frequency equipment from Motorola. In addition, Okaïdi selected Manhattan's Extended Enterprise Management solution to run on Microsoft's Biztalk server. Together these solutions would help Okaïdi build its optimized supply chain model.

**"By implementing Manhattan Associates' products in both our Roubaix warehouses in less than twelve months, we have significantly improved our supply chain processes as well as making our business more agile and more international."**

Two factors that played a crucial role in the selection of these solutions were Okaïdi's belief in Manhattan Associates' ability to address supply chain execution and optimization from source to consumption and, critically, the solutions' ability to scale in parallel with Okaïdi's business growth.

## OKAÏDI ACHIEVES COMPLETE CONTROL AND VISIBILITY OVER INVENTORY AND INTERNAL PROCESSES

By implementing Manhattan's Warehouse Management solution at both of its Roubaix warehouses, Okaïdi vastly improved the efficiency and reliability of its supply chain processes. Furthermore, the optimization, receiving, storage, packing and shipping functionalities of the Warehouse Management solution enabled Okaïdi to achieve complete control and visibility over its inventory and internal processes.

Manhattan's Extended Enterprise Management solution facilitates the exchange of real-time information between trading partners via the Internet, providing Okaïdi with transparency in the movement of inventory across its supply chain. Through the deployment of Manhattan's Extended Enterprise Management solution, Okaïdi extended its execution functionalities upstream, to both manufacturing suppliers and logistics services providers, in order to control inventory flows, sourcing and tracking.

"In terms of technology migration and deployment schedule, the implementation of these two solutions from Manhattan Associates has gone extremely well," said Gérard. "By working together as a team we are now close to realizing our vision of an optimized supply network. Furthermore, by implementing Manhattan Associates' products in both our Roubaix warehouses in less than twelve months, we have significantly improved our supply chain processes as well as making our business more agile and more international."

## OKAÏDI IMPROVES INVENTORY MANAGEMENT AND PRODUCTIVITY WITHIN THREE MONTHS

The receiving, storage, picking, packing and shipping functionality of Manhattan's Warehouse Management solution enabled Okaïdi to significantly improve its operational processes, particularly inventory management. Within three months of going live, Okaïdi achieved a 10% productivity gain at its two Roubaix distribution facilities.

"Not only have Manhattan's solutions allowed us to meet our objectives but we now own a duplicated distribution model that can be replicated in any region of the world," says Gérard. "This represents an extremely valuable and profitable asset for us."

The Manhattan solutions helped Okaïdi achieve:

- Improved accuracy and efficiency
- Visibility to real-time supply chain information
- Enhanced capability and scalability to support future growth
- Increased product availability
- Increased productivity

