

WEST COAST DISTRIBUTION ACHIEVES 99.9% INVENTORY ACCURACY AND 24/7 VISIBILITY

OPERATIONS

Headquarters: Vernon, CA

Warehouses: 4 across greater Los Angeles

MANHATTAN SOLUTION

Manhattan SCALE™



CHALLENGE

Despite experiencing consistent high growth and expanding its number of locations for eight years, 3PL West Coast Distribution needed to cut costs and provide customers 24/7 visibility into tracking inventory to add value and remain competitive.

SOLUTION

With implementation taking only about a week to roll out, SCALE provided enhanced scanning and tracking capabilities, automated reports with visibility into inventory and order statuses, and additional modules to accommodate future growth.

PROGRESS & RESULT

Now delivering close to 99.9% inventory accuracy, West Coast Distribution increased the efficiency of picking, packing and shipping orders while giving customers unprecedented visibility into inventory and order statuses.

“Manhattan SCALE™ delivered all of the features that customers needed and, most importantly, we did not need a sophisticated IT department in-house to help roll it out. Manhattan Associates took care of the initial rollout at our headquarters and then trained us how to roll out the WMS to our customers. The training didn’t take long, and our team can now roll out a full integration in about a week and a smaller integration in only two or three days.”

KHALID LEMLIH, VICE PRESIDENT OF OPERATIONS, WEST COAST DISTRIBUTION

PREPARING FOR GROWTH


at West Coast Distribution

STAYING COMPETITIVE

Serving as a crucial 3PL partner to clients of all sizes since 1993, West Coast Distribution offers more than 1,000,000 square feet of dedicated and contracted warehouse space across four locations in the greater Los Angeles area. The company offers finishing, fulfillment and ecommerce services to both the biggest retailers to the smallest mom-and-pop shops. Each year, \$2 billion worth of merchandise passes through the company's warehouses.

Despite experiencing consistent high growth and expanding its number of locations for eight years, West Coast Distribution has been able to stay lean and efficient to sustain future growth. While personalized customer service and a family-like environment for employees create the foundation of West Coast Distribution's competitive advantage, the company still battles tough industry challenges that impact costs such as minimum wage increases and labor inefficiencies.

When West Coast Distribution assessed ways to cut costs while maintaining its highquality services, all signs pointed to technology. Customers lacked 24/7 visibility into tracking inventory live at every stage—from receiving to delivery. Without an automated system keeping track of this data, customers relied heavily on email and manual processes to follow up on inventory, order statuses and invoices. The existing system also limited the efficiency and productivity of West Coast Distribution employees who often spent a lot of time performing manual cycle counts, tracking down items and sending emails. And because each customer had its own unique system—from ERPs to Excel spreadsheets—issues and inefficiencies arose when electronically exchanging routine information.



However, when West Coast Distribution began looking for a new Warehouse Management System (WMS), they weren't just focused on solving current day-to-day challenges. They needed something to grow along with them—whether the company acquired more customers or expanded into new locations. After evaluating five WMS vendors, West Coast Distribution seriously considered two. Out of the final two, Manhattan Associates' SCALE product easily won out.

“Any CSR can go into SCALE and just look at one screen, one unified system, to view the overall status of inventory and orders. And SCALE notifies the customer about everything that went out—with no data entry or human interaction involved.”

“SCALE delivered all of the features that customers needed and, most importantly, we did not need a sophisticated IT department in-house to help roll it out,” said Khalid Lemlih, vice president of operations at West Coast Distribution. Manhattan SCALE provided the company an ideal blend of features, functions and technology to help them solve their supply chain execution challenges.

Implementation delighted West Coast Distribution when a full integration of SCALE took only about a week to roll out. And that time held true even for additional rollouts performed with customers. “Manhattan Associates took care of the initial rollout at our headquarters and then trained us how to roll out the WMS to our customers,” said Lemlih. “The training didn't take long, and our team can now roll out a full integration (such as with an ERP system) in about a week and a smaller integration (such as with a smaller company using Excel) in only two or three days.”

AUTOMATED TRACKING SAVES TIME AND MONEY WHILE IMPROVING CUSTOMER SERVICE

Results arrived fast. Immediately, customers saw inventory accuracy go up as a result of SCALE's automated functions. West Coast Distribution now delivers close to 99.9% inventory accuracy—increasing customer service while reducing manual labor costs. SCALE also increased the efficiency of picking, packing and shipping orders. The solution's scanning and tracking capabilities reduce dependence on employee knowledge and rely more on the automated system. “Now, any employee can handle any product in the warehouse without having expertise for a specific account,” said Lemlih.

CUSTOMER CASE STUDY

Customers also receive regular, automated reports with visibility into inventory and order statuses—including parcel integration that works with all major carriers. “Any CSR can go into SCALE and just look at one screen, one unified system, to view the overall status of inventory and orders,” said Juan Sandoval, West Coast Distribution’s Director of IT. “As soon as our clients sell a product and the sales order goes into their ERP, their ERP automatically tells our system what needs to be shipped. Our employees just open WMS, process the order on the floor, pick it, pack it and ship it. And SCALE notifies the customer about everything that went out—with no data entry or human interaction involved.”

SCALE also helps West Coast Distribution’s growing ecommerce business. With its previous system, the company had trouble handling ecommerce-heavy customers. Today, West Coast Distribution easily handles any form of ecommerce—from 100% ecommerce companies to businesses like Nordstrom or Macy’s where ecommerce is a large part of their business. “When these companies drop ship, they require their own packing list with their own logo, making it seem like their products are shipping from their warehouses,” said Sandoval. “SCALE fully supports those demands.”

One of West Coast Distribution’s most important value-adds is its high-quality, in-house finishing service. Customers love how they don’t have to outsource finishing to a fourth party. Processing millions of units annually through its finishing department, West Coast Distribution serves as a crucial one-stop shop in case customers need hangers, price tickets, folding, pressing, repairs and other last-minute finishing items before shipping. Within the next year, the WMS will extend its visibility into this full-scale finishing department to more effectively track and manage labor—which will further reduce costs.

As West Coast Distribution looks toward the future, the company plans to roll out more modules as needed to accommodate growth and meet strategic goals. “That’s actually one of the reasons we picked Manhattan,” said Lemlih. “They will be always there if something is needed down the road for any type of growth. That’s the type of partner we were seeking.”

