

ELON GROUP FINDS DOMESTIC BLISS

thanks to Manhattan SCALE™

OPERATIONS

Headquarters & Distribution Centre
in Örebro, Sweden

MANHATTAN SOLUTIONS

Manhattan SCALE Warehouse
Management System, Operational
Supply Chain Intelligence

eLON
GROUP



CHALLENGE

Previously, Elon used a self-developed warehouse management system (WMS) that gave the users a big degree of operational freedom resulting in inefficient processes and reduced productivity. With business growing in all sales channels, they needed a solution that could handle and develop their business further.

SOLUTION

Manhattan Associates' supply chain solutions were selected due to their flexibility, ease of use, and the breadth and depth of functionality.

PROGRESS & RESULT

With Manhattan Associates' supply chain solutions, Elon has better control and stock visibility as well as improved picking productivity, allowing teammates to be more efficient and effective.

“Creating flexibility for the future is business-critical, to say the least. Rapid digitalisation and technological development, along with escalating demands and expectations from consumers, are driving change, and our customers need to change faster and more often.”

Fredrik Flenger, Responsible Project Manager at Idnet

ELON GROUP AND MANHATTAN SCALE

Elon is Sweden's largest free specialist retail chain for white goods, with more than 300 stores across the country, alone. They also have stores in Norway and partners in Finland, Denmark, and Iceland. Elon increased its total revenue by 12.3 per cent in 2020, as a result of the chain's investments made over several years in warehousing, e-commerce, and new in-store services as well as the rising interest in home renovation during the COVID-19 pandemic.

The company has been using Manhattan SCALE as its WMS for almost 3 years and currently has 75 licensed users.


TIME FOR A RENOVATION

Elon had been relying on a homegrown solution that was no longer able to accommodate the company's continued growth and was struggling with inefficiency. Their prior WMS allowed employees to have too big an influence on processes, and it was commonplace for one member of staff to be in charge of the majority of tasks, creating a lack of standardised work and reducing productivity.

One of the main objectives in implementing the new WMS was to standardise the internal workflows to gain a better control of logistical processes. And so, Elon's search began.

A+ GRADE EFFICIENCY

Elon decided to deploy Manhattan's supply chain solutions for a number of technological and business reasons. Manhattan's strong industry presence definitely played a factor as well as their relationship with geopartner Idnet, who thoroughly understand the local market and Manhattan's products.



"Idnet have both deep and broad knowledge in [Manhattan] SCALE," says Markus Luthman, logistics development manager at Elon. "They understand the needs of our business and can give us suggestions and challenges in order to create the best solution for Elon's business. They see opportunities and are positive to changes we want."

Another key reason was that Manhattan's WMS solution offered flexibility, functionality, better control, and increased efficiency.



Since the implementation was completed, it has allowed Elon employees to substantially be more efficient and effective. In the past, Elon employees were unable to track metrics and KPIs at the same level as after the change to Manhattan SCALE. Now, they can view available stock, improve picking productivity and stock-counting accuracy, and achieve a higher fill rate within the warehouses.

"Elon has a clear and long-term vision to meet these demands, and the WMS-system has a central role in its long-term plan. In the early stages, the implementation project was divided into several phases, which goes hand-in-hand with their strategies. The ability to optimise processes and methods along the way as conditions change will help them secure efficient logistics. We are proud to be a part of Elon's growth journey and look forward to the next step."

Fredrik Flenger, Responsible Project Manager at Idnet