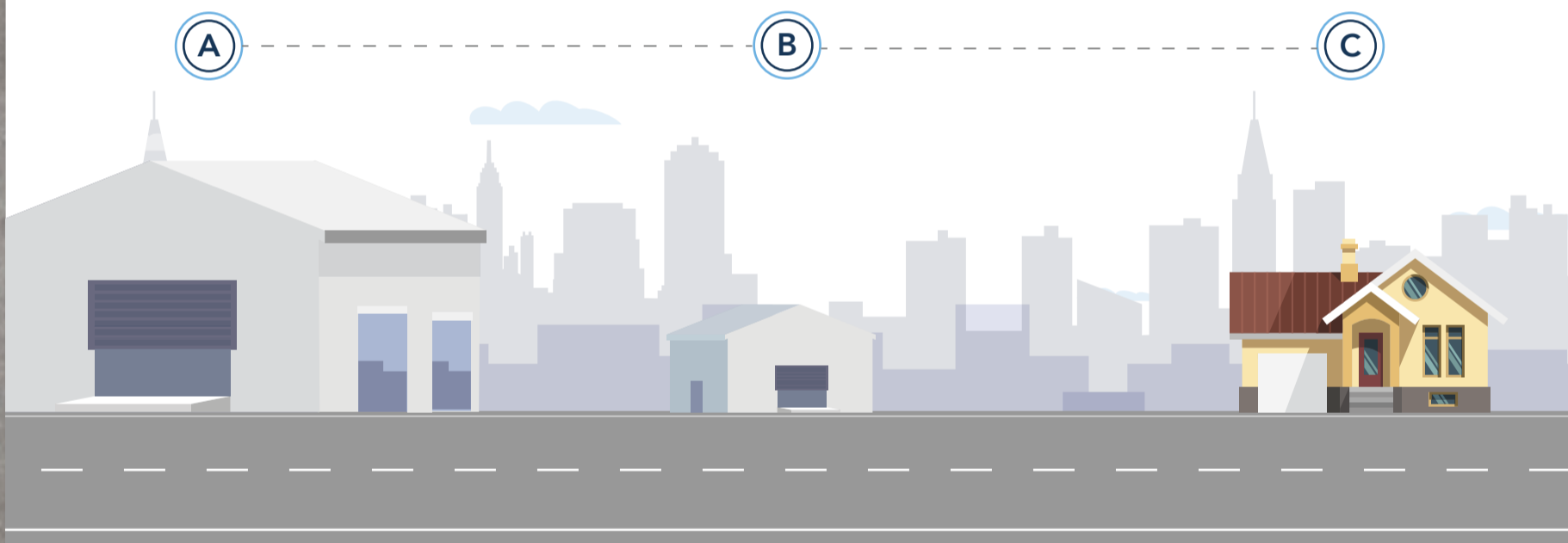


# CONNECT WITH YOUR CUSTOMER

Learn how this wholesaler  
created new channels for growth.



## CASE STUDY PROFILE

One of Europe's largest industrial parts wholesalers wanted to better serve its customers with more responsive delivery options, greater parts availability and improved visibility of order status – while still preserving its bottom line.

**Turn over to find out how it made the connection.**

# HOW TO CONNECT WITH EVERY CUSTOMER

## Challenge

To offer customers flexible delivery options based on real-time available-to-promise data, better visibility of inventory information across the network, and improved customer service through order visibility – in other words, a better overall customer experience in a highly competitive market.

## Solution

By implementing an order management system (OMS), this wholesaler created new connections between its customer data and its order, inventory and delivery data. The OMS's intelligent business rules allowed the wholesaler to ensure inventory promised to each customer could realistically meet delivery dates, while also allowing it to add new delivery options quickly as the network grew.

## Benefits

### Sell more products

Sell against entire network inventory and avoid lost sales due to stock-outs in a single location.

### Offer faster delivery

Provide realistic delivery dates and broader delivery options – maximising opportunities to satisfy urgent customer needs.

### Create a consistent experience

Establish order visibility and consistent business rules across every selling and service channel – including sales offices, dealers, online, and the contact centre.

EXPLORE THE COMPLETE WHOLESALER SURVIVAL KIT

[www.manh.co.uk/wholesale](http://www.manh.co.uk/wholesale)

# DELIVER AT SPEED

Discover how this wholesaler now  
delivers goods faster than ever.



## CASE STUDY PROFILE

A large wholesaler needed to meet its customers' rising expectations by improving its fulfilment speed and delivery flexibility, all while keeping an eye on overall efficiency and without making significant changes to its infrastructure.

**Turn over to find out how it delivered on expectations.**

# HOW TO DELIVER FASTER

## Challenge

To stay competitive, this office supplies wholesaler needed to be able to pick, pack and dispatch orders faster than ever before and without incurring additional costs. Customers expect items to be dispatched within 24 hours of ordering and delivered within days – often much sooner.

## Solution

Installing an agile, integrated warehouse management solution that includes slotting optimisation, a mobile solution for labour management and supply chain intelligence enabled operating divisions to work better together within its fulfilment chain. Items are slotted for more efficient picking, labour is better matched with demand, and the company can now process orders and dispatch items faster.

## Benefits

### Superior supervision

Supervisors have more face-time with employees, providing immediate feedback and helping them intercept issues before they impact performance, while improved accuracy of labour forecasts means less overtime.

### Efficient intelligence

Lower inventory levels, reduced logistics costs and access to a single view of the global supply chain network with real-time order, inventory and shipment information.

### Best slot locations

Storage capacity optimised based on demand; picking efficiency increased along with improved throughput.

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# SUCCEED

## WITH PROFITABLE FULFILMENT

See how this wholesaler combined superfast deliveries with higher profits.



### CASE STUDY PROFILE

This major foodservice wholesaler went in search of the perfect blend of infrastructure efficiency and profitable performance, getting ahead in a tough market by delivering at speed and maintaining a healthy profit margin.

**Read on to find out how it succeeded.**

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# HOW TO SUCCESSFULLY BOOST PROFITS

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## Challenge

To be more efficient across its inventory and fulfilment processes, allowing delivery of goods from any location while still meeting its own ambitious delivery timescales. All without compromising on profits by spending on last-minute delivery costs, like couriers or under-utilised transit routes.

## Solution

Installing integrated warehouse management and inventory systems means the wholesaler can now automatically select the best fulfilment source for fast deliveries and solid profits. Based on the wholesaler's business rules, the integrated solution intelligently picks the fastest and most profitable path – no intervention required.

## Benefits

### Profit on every order

The new integrated solution selects the most efficient and cost-effective fulfilment paths, meaning bigger margins and happier customers.

### Gain agility and control

Improved control over its supply chain execution processes. More efficient, more flexible, more competitive.

### Improve cross-network collaboration

Better collaboration across its distribution network and improved order fulfilment processes.

EXPLORE THE COMPLETE WHOLESALER SURVIVAL KIT

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