

“We help our clients monetize their successful web properties with direct-to-audience merchandise sales. Our operations and future innovation rely on Manhattan solutions to make sure inventory and orders are right every time.”

Joel Bush, Co-founder, Amplifier



Amplifier turns up the volume with Manhattan Associates

AMPLIFIER DIALS DOWN COSTS AND DIALS UP VISIBILITY

The Internet continues to transform every segment of the media industry. Now, content creators can connect directly with their fans and Amplifier has found its niche helping this new class of creator to thrive. The company works with its clients to build secure online stores, warehouse inventory and ship orders. It also provides an integrated print-on-demand engine that lets clients offer their fans customizable merchandise such as calendars, cards and posters.

Based in Austin, Texas, the company supports leading Internet-indigenous successes, including Despair Inc., The Onion, Rooster Teeth Productions, Penny Arcade, Homestar Runner, LOLCats and more. “Our name, Amplifier, is our mission,” said Joel Bush, co-founder of the company. We have turned order fulfillment and the overall experience into a new medium, boosting the signal of our clients without adding noise about us.

INCREASED BUSINESS AMPS UP TECHNOLOGY REQUIREMENTS

When Amplifier first launched its business in 2001, it relied on a popular, traditional catalog order fulfillment software package to manage the distribution of client inventory. But the software just couldn’t keep pace as the company grew. For instance, importing order data might take an entire day, and the physical order fulfillment capabilities were bursting at the seams. Amplifier’s operations were muffled.

“One day we needed to ship more than 9,999 orders, but our shipping software made it impossible to process 10,000 plus shipments of a single shipping method in one day,” explained Jud Harris, vice president of technology for Amplifier. “We had reached the ceiling of our systems’ capabilities and it was time to seek out a better solution.”

MANHATTAN SCALE MAKES THE IMPOSSIBLE, POSSIBLE

Amplifier needed to integrate supply chain processes to manage rapid growth. It began to search for a solution that would help the company identify areas

AMPLIFIER

Headquarters: Austin, TX

Distribution center:
33,000 square foot warehouse

Manhattan solutions:
Manhattan SCALE™:
Supply Chain Architected
for Logistics Execution

Challenge:

Amplifier wanted better visibility, scale, and extensibility from its inventory and order fulfillment processes.

Goal:

Optimize inventory management and order fulfillment while improving both labor productivity and management visibility.

Solution:

Standardize warehouse operations on the Manhattan SCALE platform.

Results:

Amplifier improved its core fulfillment operations and also established a solid foundation that has enabled many new distinctive features and services.

of opportunity and revenue growth, improve operations across their enterprise, and deliver a higher level of service to its clients. A local consulting firm spearheaded the system selection process, helping Amplifier narrow down the field.

"We spread a wide net, examining approximately 20 companies in the first round," said Harris. "After winnowing the contenders down to five, we thoroughly evaluated each." Amplifier required a solution that supported third-party operations without any modifications, with a system architecture slanted toward open versus legacy systems.

The company also valued the overall vision and direction of the provider, and sought a congruent development approach in a strategic partner. "The solution had to be flexible, responsive, and adaptable to the ever-changing environment of the Internet," said Macon Stokes, vice president of operations.

THE BENEFITS ARE LOUD AND CLEAR

The company selected Manhattan SCALE to update its warehouse technology system. "We thoroughly reviewed the best of the best, and Manhattan was the clear choice for Amplifier," said Stokes. "It's a much more robust and manageable solution that easily integrates with our operations."

Amplifier and Manhattan worked together to deploy a phased-in approach throughout the implementation process. "Manhattan's team was able to easily decipher our current processes and mesh them with the solution's capabilities," said Marc Barry, director of fulfillment. "Whatever the requirement, we could configure Manhattan SCALE for a process that provided enhanced performance and efficiency in our warehouse."

The initial goals were to be up and running in three months and to establish the operational foundation for the company. Easily meeting these targets, Amplifier began to realize numerous benefits with Manhattan SCALE, which allowed the company to:

- Run a leaner, more efficient operation
- Eliminate or automate certain pick-pack steps
- Reduce its warehouse management personnel by more than 60%
- Gain a more detailed view of inventory and personnel

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Shipping costs also have been significantly reduced because Manhattan SCALE provides multiple and customizable pulls in the same shipment. Amplifier ships multiple customized/on-demand items in a single shipment, allowing the company to pass this savings down to its clients, who can also provide a better shopping experience to their customers.

Amplifier plans to extend its solid relationship with Manhattan Associates. "We rely on Manhattan to reduce the noise in our warehouse," said Harris. "Its support organization is impressive and stands out from any other vendor that we work with. They are always responsive, accessible and consistent. Manhattan Associates and the Manhattan SCALE solution have been and continue to be an excellent fit for Amplifier."