

“When you’re able to double your warehouse capacity, you know that you chose the right warehouse management software. The fact that we achieved this with Manhattan Associates in less than a year speaks for itself.”

Gary White, Director, Dalepak Ltd.



# Dalepak expands warehouse and customer service features with Manhattan SCALE

## SOLUTION IMPROVES EFFICIENCY, SCALABILITY AND RESPONSIVENESS TO CUSTOMER DEMANDS

Dalepak Ltd. provides third-party logistics services to such well-known companies as The Ford Motor Company, Molton Brown, Universal Electronics and Stanley Tools. A quick succession of new client wins has made it one of the UK’s fastest growing 3PLs, providing customers with contract packing, freight forwarding, HM customs bonded warehousing and worldwide distribution.

The company recently consolidated four warehouses at its Northampton site into one facility with a capacity of 250,000 sq. ft. It holds over 20,000 stock keeping units (SKUs) and handles up to 10,000 orders every month with varying requirements for each customer, including the order in which goods are despatched. These orders can be affected by expiry dates or legal compliance processes, such as customs clearance, according to Gary White, director for Dalepak.

For example, one particular customer ships family planning products to the third world. In this instance, Dalepak has to consider the shelf life of the product and the fact that customs clearance can take up to six months. Therefore, the last goods received must be despatched first, rather than picking from older stock, to avoid having products expire on the shelves.

The company also needed to be able to support the multi-channel approach favoured by many of its customers. This required a system with the sophistication and flexibility to switch between picking single units for online sales and much larger quantity bulk orders going direct to stores.

## NEW SOFTWARE PLATFORM ADDRESSES OPERATIONAL ISSUES AND WINS OVER STAFF

The company took just six months to implement Manhattan SCALE: Supply Chain Architected for Logistics Execution. White admits, “The project was complicated by the fact that we were moving and consolidating warehouses alongside the implementation. We couldn’t control the rate of expansion so it made sense to address everything at once.”



**Headquarters:**  
Brackmills, Northampton

**Distribution centres:** 1

**Manhattan solution:**  
Manhattan SCALE™:  
Supply Chain Architected  
for Logistics Execution

### Challenge:

Existing system made warehouse efficiency difficult to maintain and restricted company growth.

### Goal:

Improve system scalability, including flexibility to address customer requirements for multi-channel distribution.

### Solution:

Manhattan SCALE replaced the outdated system and increased efficiency by requiring immediate attention of operational issues that had previously been overridden.

### Result:

Warehouse capacity has been expanded by more than 65 percent while simultaneously offering customers greater visibility as well as full traceability and batch control.

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He continued, “Due to the enormity of the task, the implementation had its challenges but the support from the team at Manhattan made it go extremely smoothly.”

Initially, staff members were wary of the new system because SCALE flags issues as they arise and requires immediate attention. Previously, those same issues had been overridden by senior management, which left the workforce unaware of the larger issues causing them.

“Suddenly staff felt there was a mountain of problems to solve. This wasn’t the case, though—we had simply been pasting over the cracks for far too long. And once they trained on Manhattan SCALE, they were easily able to operate the system and quickly realised that it was making their jobs easier,” White said.

## CAPACITY AND EFFICIENCY ARE BOTH INCREASED

Since implementing Manhattan SCALE, Dalepak has increased efficiency and improved accuracy to the extent that the company has been able to increase warehouse capacity from 150,000 to 250,000 sq. ft. The company is now confident in its ability to provide full traceability and batch control to its customers, both essential components in managing shrinkage, providing up-to-date information on stock status and handling product recalls.

The new system has also improved the company’s level of versatility. One of Dalepak’s customers recently changed its shipping company and SCALE was easily modified to integrate with the new carrier’s system.

The change in software has also provided an unexpected benefit. White said, “The system provides much more visibility than we had before. For example, we can see if it has taken 20 minutes to pick one item. As a result, we have found that operatives are working to their full potential and there is healthy competition about who is the quickest picker!”

## LOOKING AHEAD

Inspired by the number of customers and volume of goods that the company can now handle, Dalepak is looking to replace hand-held scanners with voice technology in the next 12 months. According to White, this is an application that more and more customers and prospects are requiring and one that will build on the improvements made possible by Manhattan SCALE.

“We chose Manhattan for its flexibility and robust system and our expectations have been exceeded,” he said.