

“Manhattan’s solutions give us the capabilities and efficiency we need while taking costs out of our supply chain.”

James Hilzendeger, Director  
Giant Eagle



## Giant Eagle reduces costs and increases customer value with supply chain solutions

### MULTIPLE, OUTDATED SYSTEMS CREATED BARRIERS TO GREATER EFFICIENCY AND COST REDUCTION

One of the largest food retailers and distributors in the U.S., Giant Eagle is the number one supermarket retailer in its region with 221 supermarkets and 140 fuel and convenience stores throughout Pennsylvania, Ohio, West Virginia and Maryland. Each store carries between 20,000 and 60,000 items, more than 7,000 of which are offered under the company’s own brands program.

Giant Eagle operates five distribution centers located throughout its service area—ranging from 90,000 to 800,000 square feet—and was using outdated, batch technology with multiple systems in several locations to run its supply chain operations. Basically Giant Eagle had maximized its capabilities and the cost-efficiency that could be achieved with its current systems. The company wanted to find a single vendor that could meet all of its supply chain requirements and accommodate advanced functionality, including flow-through order processing, put-to-store picking, and expanded RF and voice functions.

### GIANT EAGLE CHOOSES MANHATTAN FOR SOLID UNDERSTANDING OF GROCERY INDUSTRY

Giant Eagle initially interviewed more than 10 companies in its quest for the best solution. Four vendors made the final list and Giant Eagle required a detailed demonstration from each finalist. Hilzendeger explained, “We wanted to work with a supply chain company that had a solid understanding of our industry and could grow with us. We needed to feel comfortable that they could come in and partner with us to develop the grocery-specific functionality we needed.”

According to James Hilzendeger, Director of Giant Eagle, “Bottom line, we needed to continue to reduce costs and improve our customer value proposition. We use the Toyota Production System methodology, which considers customers, quality and people in an effort to increase overall operational efficiencies. Manhattan’s warehouse and labor management solutions are a big component of this strategy.”



**Headquarters:** Pittsburgh, PA  
**Distribution centers:** 5  
**Platform:** Open Systems  
**Manhattan solutions:** Warehouse Management, Labor Management, Extended Enterprise Management  
**Voice solution:** Vocollect Voice

#### Challenge:

Giant Eagle was using outdated, batch technology and relied on multiple systems in various locations.

#### Goal:

Giant Eagle needed to reduce costs and improve its customer value proposition.

#### Solution:

Manhattan solutions provided new capabilities and efficiency, reducing supply chain costs.

#### Result:

Inbound/outbound accuracy exceeds 99.9%; productivity improved 8-10% in Giant Eagle’s health & beauty DC and 3-5% in other DCs.

## MANHATTAN AND GIANT EAGLE CO-DEVELOP ADVANCED GROCERY-SPECIFIC CAPABILITIES

The implementation strategy was to go live with Warehouse Management and Labor Management at the most complex facilities first, then to roll out the solutions to the other facilities.

A dedicated Giant Eagle and Manhattan team co-developed a number of advanced grocery-specific capabilities, including enhanced code dating, advanced directed putaway options, real-time tasking and put-to-store functionality. The solutions' real-time capabilities enable replenishment priority bumping, which ensures product is at the pick slot at the right time, reducing skipped picks or order shorts and eliminating the need for follow-up chases.

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Labor Management was a necessary component of the go-live for every facility given that some labor standards were already in place. Additionally, through the integration provided by the Manhattan solution, Giant Eagle can more effectively utilize all the capabilities of its Vocollect Voice system.

Today, Giant Eagle uses the Manhattan solutions to run all operations in its six distribution centers, including RF receiving, directed putaway, directed replenishment using the priority bumping capability, voice selection, RF loading, put-to-store, trading partner management, labor management and advanced reporting.

## INBOUND AND OUTBOUND ACCURACY EXCEEDS 99.9%; LABOR PRODUCTIVITY RISES 8-10%

Since implementing the solutions, Giant Eagle has improved accuracy in inbound and outbound receiving. “In the past, items were often mislabeled. Now we are 99.9% correct on LPNs and receive the right items in our warehouses,” said Hilzendeger. In addition, the company has reduced the number of mis-shipped totes to zero. Totes transport a number of small products such as health and beauty items to Giant Eagle’s stores.

Giant Eagle has doubled the number of direct labor hours on a labor standard, resulting in significant gains in productivity. Hilzendeger explained, “We now have the majority of direct labor hours used on a labor standard, which has improved productivity eight to 10% in our health and beauty care distribution center.” Other facilities have seen a 3-5% increase in productivity.

Using the supplier enablement capability of Extended Enterprise Management, Giant Eagle receives data electronically for each LPN/pallet for automated code/date tracking, lot tracking and tracking for country of origin. In addition to enhancing overall tracking, these capabilities have streamlined receiving and improved the recall process.

Giant Eagle plans to keep reducing time to replenish store shelves, time from order placement to delivery to the distribution center, and time from the vendor to the distribution center. Hilzendeger said, “With real-time capability provided by the Manhattan solutions, we’re able to capture and analyze the time required for each step of the distribution process. These improvements will enable us to increase throughput and ultimately reduce our inventory investment and space requirements.”

“The grocery business across the U.S. is either flat or experiencing single-digit growth. We’re growing at a much faster rate than the industry overall and wanted to support our growth without adding brick and mortar. The functionality provided in the Manhattan solutions gives us the capabilities and efficiency we need while taking costs out of our supply chain.”