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Wendy Crosby, Senior Operations Manager
Masco Support Services



Masco Support Services builds brand reputation with supply chain solutions from Manhattan Associates

RAPID GROWTH TAXES WMS CAPABILITIES, COMPROMISING EFFICIENCY & CUSTOMER SATISFACTION

Masco is one of the world’s largest manufacturers of brand-name consumer products for the home and family. Among its well-known brands are Liberty Hardware, Delta Faucet, KraftMaid Cabinets, Behr Paint, Milgard Windows and Merrilat Cabinets.

Masco Support Services (MSS) is the in-house printing and fulfillment arm of the company and supports the various brands with high-end capabilities, ranging from printing and binding to fulfillment services.

In the last few years, the company has been growing at a rate of 20% per year. As a result, it had outgrown its WMS system. “Warehouse management was a particular problem,” said Wendy Crosby, senior operations manager. “We had reached the point that we could never actually match what was on the shelf, so we struggled with inventory and were spending an astronomical amount of money trying to upgrade a system that wasn’t keeping accurate data.” As a result, order processing became a largely manual process, which negatively impacted efficiency and customer satisfaction.

MANHATTAN CHOSEN FOR ITS EXPERTISE AND WMS FUNCTIONALITY

“After we looked at Manhattan SCALE: Supply Chain Architected for Logistics Execution, we knew we didn’t need to look anywhere else. We really liked what we saw and knew that it was going to be able to do everything we needed right out of the box without any modifications,” Crosby said. “It was exactly what we needed,” she added.



Headquarters: Taylor, MI

Distribution centers: 1

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

Challenge:

Masco Support Services had outgrown its old systems to the extent that inventory and accounting had to be manually reconciled.

Goals:

Install more robust WMS solution to accurately track inventory and shipping.

Solution:

Manhattan SCALE fulfilled all the company’s WMS requirements without modification.

Results:

Masco has increased the number of orders processed by 30% on a daily basis with 32% fewer staff.

Once the decision was made, MSS had ten months to implement and launch Manhattan SCALE. "Because of contract terms covering the legacy system, we had to make the new installation active within a ten-month window or our customers weren't going to be able to enter orders," Crosby said. With Manhattan's help providing a functional flow and conversion plan, the transition occurred on time and on budget.

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*Wendy Crosby, Senior Operations Manager,
Masco Support Services*

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MASCO SUPPORT REAPS BENEFITS THAT ARE WELL BEYOND BASIC WAREHOUSE MANAGEMENT

The initial goal for implementing Manhattan SCALE was to achieve accurate inventory management. However, because MSS uses the system to process and prioritize 8,000 to 10,000 orders per month from the ERP, benefits have extended well beyond the warehouse.

- Manual sorting and picking process has been replaced with the Manhattan SCALE wave process, increasing daily order processing by 30% with 32% fewer staff
- Late orders have been reduced from 2.3% to .57%
- Cycle counts have gone from 0 to 40 SKUs/day (the old WMS had no cycle count capability)
- Rate shopping is handled automatically
- Supervisors can easily access transaction histories
- Managers can quickly check production targets and monitor operations status

In addition, Manhattan SCALE has become the "go to" resource for MSS. Crosby said, "When we're looking for order or item information, inventory and web reports, the Manhattan database has turned out to be the 'mothership' because there's more information there, it's real time and accurate."

Crosby also pointed out that after two years with the system, MSS has only scratched the surface of its capabilities. She indicated that replenishment, allocation and locating rules and check digits are among the features that the company is still moving toward fully implementing.

MANHATTAN PLAYS AN IMPORTANT ROLE IN FUTURE PLANS

MSS is looking to further increase sales by actively pursuing clients outside the Masco corporate umbrella and offering new services such as lead and premium fulfillment and mailing services. As part of that initiative, the company is working toward accreditation from the Mailing and Fulfillment Services Association (MFSA). Crosby explained, "MFSA accreditation includes getting approval for how accurately our software monitors inventory and tracking. With Manhattan on board, we expect we'll easily fly through that part of the process."