

“This solution offers everything we were looking for to support our DC. The entire distribution operation for the 45 countries we service is running on Manhattan SCALE.”

Manfred Veltman, IT Manager, Paré



Paré optimises global distribution operation with Manhattan Associates

NEW COMPLEMENTARY ERP AND SUPPLY CHAIN MANAGEMENT SYSTEMS SIMPLIFY ORDER PROCESSING AND FULFILMENT OPERATIONS

Paré B.V. is Europe’s largest importer and exporter of quality bags. The company operates exclusively in the business-to-business market, supplying leatherwear dealers, wholesalers and importers throughout Europe. Paré also designs and manufactures a large collection of ladies’ handbags, travel bags, backpacks and wallets for a diverse customer base. Most of the products are manufactured in China. The company’s headquarters and global distribution hub in Tynaarlo, the Netherlands, makes its collections available to retail and distributor clients operating in 45 countries worldwide.

Paré had previously relied on an ERP system to help it meet its inventory management, order planning and distribution requirements, however the ERP system had needed to be heavily customised to enable it to perform all these critical functions. Paré consequently determined that choosing a new ERP system would better serve the company’s future goals. “Because of the many customisations the old system had been through, it became clear that it would be more cost-effective for us to invest in a brand new ERP solution,” says Manfred Veltman, IT manager at Paré.

“We chose Microsoft Dynamics AX, however because of limited warehouse functionality within this system, and because we wanted a system that was easy to maintain, we decided to add a separate but complementary supply chain execution system.”

The most important element in choosing a new supply chain execution system was that it had to be a complete, integrated solution that would be able to fulfil all our distribution management requirements without the need for any customisation.



Headquarters:
Tynaarlo, The Netherlands

Distribution centre using Manhattan Associates:
EDC, Tynaarlo, The Netherlands, 7000 sqm.

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

Challenge:

EDC management had sought too much customisation in Paré’s incumbent ERP system.

Goal:

Strengthen EDC and global supply chain performance through a more functionally rich and specialised solution.

Solution:

Optimise supply chain performance with Manhattan SCALE.

Results:

Distribution operations now run automatically, with improved shipment accuracy and enhanced reporting/analysis capabilities to enable continuous optimisation.

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Manfred Veltman, IT Manager, Paré

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MANHATTAN SCALE TAKES CONTROL OVER THE WAREHOUSE OPERATIONS AND SUPPLY CHAIN

“Our supply chain is quite complicated. We design all our products in the Netherlands. They are then manufactured in China before being shipped back to the Netherlands. From here we distribute them to 45 countries,” said Manfred Veltman. “We compared several supply chain solutions and eventually chose Manhattan SCALE: Supply Chain Architected for Logistics Execution. Firstly, it’s easy to integrate the system with Microsoft Dynamics. Furthermore, Manhattan SCALE is a broadly used and well-known solution, and has a great reputation throughout the logistics sector.”

Manhattan SCALE is built on Microsoft technology and was the first supply chain software to be certified for Microsoft Dynamics. Manhattan SCALE contains warehouse management, trading partner management, yard management, transportation management, labour management and billing management capabilities.

“Working closely with Manhattan Associates on the project, we integrated Manhattan SCALE and Microsoft Dynamics,” explained Manfred Veltman. “The implementation of the two systems went very well. Fortunately Manhattan SCALE offers an independently-tested, easy-to-use interface for Microsoft Dynamics AX, which enabled us to not only easily integrate the two systems but now enables us to freely exchange data between them and analyse our supply chain activities with unambiguous dashboards.”

SHIPMENT EFFICIENCY AND ANALYTICAL CAPABILITIES EXTENDED

Since the two systems have been live, Paré has experienced a marked difference in the performance of its supply chain compared to that which it experienced previously. By combining Manhattan’s supply chain optimisation solution with Microsoft’s ERP platform, Paré has been able to lower the total cost of ownership of the integrated systems it relies on for managing its supply chain, finance and CRM processes.

Paré’s entire distribution operation is now running on Manhattan SCALE. Orders received through Microsoft Dynamics AX are shared with Manhattan SCALE for fulfilment. “Inbound supplies which arrive from China by container are directed by Manhattan SCALE to storage locations or matched to orders for immediate shipment. Because the new system is RF-enabled, warehouse operatives are processing put-away and picking orders from the WMS much more quickly than they were able to previously. This has reduced operative workloads and improved overall warehouse efficiency. Furthermore many of the automated tasks can be done remotely from the office and so fewer staff are needed within the warehouse itself,” says Manfred Veltman.

According to Manfred Veltman another key advantage of Manhattan SCALE is its reporting and analysis capabilities. “We’re still discovering some of the components from the huge range of options that Manhattan SCALE offers for analysing our activities. We’re confident that this aspect of the solution’s functionality will enable us to improve our operations on a continuous basis.”