

› Case study

30%
increase in
productivity over
three year period

Customization
capabilities for
online orders

Reduction in
overall costs with
better inventory
utilization

We streamlined warehousing and distribution for a major toy retailer.

RYDERECOMMERCE
by whiplash

⚡ THE CHALLENGE

Using warehouses inefficiently

In today's retail environment, companies need to be exible enough to adjust to changing market conditions and customer demands. For retailers, it is about providing the right product, at the right place, and at the right time to take advantage of full price selling.

Working with a major U.S. toy retailer, Ryder E-commerce by Whiplash was called on to create a solution to enhance the company's warehousing and distribution operation with the goal of improving inventory utilization and reducing costs. Prior to signing on with Ryder E-commerce by Whiplash, the retailer was using multiple warehouses for its businesses—pulling from separate inventories for its retail and e-commerce businesses. This model prohibited the retailer from quickly adjusting to market conditions and reallocating inventory as required by the market.

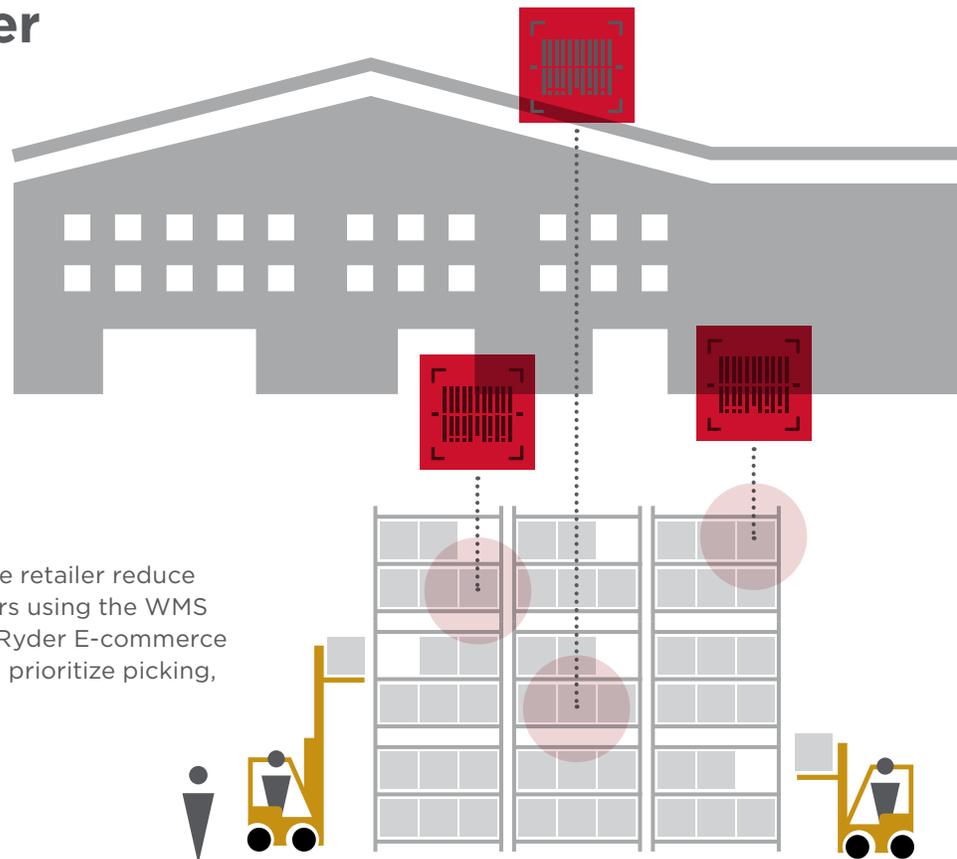


💡 THE SOLUTION

A consolidated warehouse and distribution center

Ryder E-commerce by Whiplash created a warehousing and distribution center providing the major retailer with the ability to consolidate all its inventories into one, which allowed them to leverage multiple distribution channels from a single place. This was achieved through Ryder E-commerce by Whiplash's innovative Warehouse Management System (WMS). Ryder E-commerce by Whiplash and the retailer utilized this technology to support the operational flow and demand of the merchandise—significantly reducing the variable labor to control two inventories.

Ryder E-commerce by Whiplash also helped the retailer reduce costs by improving its process for picking orders using the WMS technology. This proprietary software allowed Ryder E-commerce by Whiplash to “batch” orders, “slot” inventory, prioritize picking, and streamline variable labor costs.



✓ THE RESULTS

Improved productivity and increased customer satisfaction

In less than 3 years, these effective solutions planned and implemented by Ryder E-commerce by Whiplash, allowed the retailer to improve productivity by 30 percent, decreased through-put time, and increased customer satisfaction.

In addition, with the consolidated warehouse solution, Ryder E-commerce by Whiplash allowed creative, value-add services for the special building of products for customized online orders—allowing customers to choose specific products and accessories and have the customized orders shipped directly from Ryder E-commerce by Whiplash’s facilities to the retailer’s customers.



With Ryder E-commerce by Whiplash as its dedicated 3PL, the company is well positioned to grow in all channels, ultimately allowing the brand to get closer to the consumer with world-class, scalable solutions.

