

i play., Inc Case Study

A Strategic Move to Made4net's WarehouseExpert Solution Eradicates Years of Previous WMS Inefficiencies

i play., Inc. grew from offering a single mail-order item to operating a large distribution center with thousands of products. After years of using a custom-built SAP Business One warehouse add-on that generated more stress than success, the manufacturer/distributor of natural baby products decided to implement a true WMS solution that seamlessly integrated with its existing ERP system.

On the heels of transitioning to **Made4net's WarehouseExpert™** solution, i play. set a company record for receiving and shipping 20 percent more orders in a one-month timespan; and they did it without incurring any overtime from its existing labor force.

Experiencing such a high note during the busiest month in the company's 34 years of operation was quickly attributed to the improved shipping processes and picking patterns driven by the **Made4net solution**.

After selecting and transitioning to **Made4net's WarehouseExpert solution**, i play. substantially eliminated the daily pain points that once stemmed from using the old warehouse module. The days of scanners disconnecting in the midst of picking and resetting the server to get through a day of processing orders were finally gone. The burden of manual work-arounds to accommodate high volume orders from retail partners were no longer required. Perhaps most importantly, the ongoing need to develop add-ons and extensions to gain the reporting functionality the company needed were also eradicated.

"Unlike our previous WMS, which needed so many personalized upgrades and individualized customizations, **WarehouseExpert** has all the critical business requirements baked right into the solution - and that quickly added value and eliminated a lot of manual processes and the stress associated with maintaining them," says Jacobs. "Since implementing WarehouseExpert, there have been no server failures, no downtime and customers are no longer calling about incorrect orders."

"Our shipping manager was convinced sales were down, when in fact orders were up, shipments were up, and store sales were up. In less than 6 months, the picking, shipping and packaging process is faster and more efficient with the Made4net solution so we are more productive with less effort."

—Leonard Jacobs,
Chief Operating Officer, i play.

From speed to accuracy, the **WarehouseExpert** solution generated notable advantages for the warehouse team at i play. Picking policies are more flexible so products can be selected by case, quantity and in a succinct order. The ability to assign various product attributes based on customer requirements, such as hanger or polybag, significantly benefited order fulfillment accuracy. Plus, retiring its old technology for **WarehouseExpert** allowed i play. to eliminate the extra step of double labeling shipments to create a more efficient shipping and packing process.

According to Jacobs, **WarehouseExpert** requires very little support from Made4net, which has created autonomy in the warehouse, empowered supervisors to take on problem solving responsibilities and allowed the warehouse director to focus on strategic business initiatives. When questions do arise, Jacobs was quick to note that the Made4net support team is always responsive, professional and supportive.

“Product support with our previous provider was not very prompt, courteous, or helpful. The intelligent, supportive and experienced team at Made4net has filled a significant void in the customer service department,” says Jacobs.

The Made4net team has also guided i play. towards developing internal processes and adopting best practices to strengthen its distribution efforts and achieve company goals. With the WarehouseExpert solution in place, the company is poised to expand its product selection as well as channels and customers. i play. is confident about the possibility of opening a new warehouse in China knowing **Made4net’s WMS solution** offers scalability and seamless integration across multiple warehouses.

MADE4NET Helped i play., Inc.:

- Achieve 20% higher dollar values in shipments in one month without overtime
- Eliminate the fear of warehouse server and scanner downtimes
- Assign various product attributes to improve the speed and efficiency of picking and packing
- Streamline shipping and packaging
- Maintain its labor force and bring autonomy to the warehouse
- Access business intelligence reports to view distribution KPIs with little support
- Transition to a new WMS solution and server that could handle high volume orders without crashing
- Implement best practices and improved processes to remove manual work arounds

About i play., Inc:

Founded in 1982, i play. has been developing, manufacturing and selling natural baby products for over 30 years. The family owned and operated company offers a variety of healthy products, including organic wear, toys, wellness and food to promote a child’s growth and development.

To learn more, visit www.iplaybaby.com.

“Over the past five years we have grown between 10 and 15 percent a year, and with Made4net, we think there is potential to grow up to 20 percent a year. We know the solution can scale with us and provide the stability and customer support we once lacked.”

—Leonard Jacobs, Chief Operating Officer, i play.

MADE4NET

The power of speed-to-pivot

ABOUT MADE4NET

Made4net is a leading global provider of best-in-class supply chain execution and warehouse management solutions for organizations of all sizes to improve the speed and efficiency of their supply chain.

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