



Lanctôt Case Study

Lanctôt Credits Same-Day Shipping Capabilities and Distribution Expansion to Fully Integrated WMS and ERP Solution

In the Consumer Goods industry, product expansion is a sure-fire way to identify insufficient warehouse operations and outdated processes. As Lanctôt diversified to encompass new product lines, more SKUs and a broader customer-base, its reliance on a homegrown ERP system and paper picking led to lost inventory and slow order fulfillment. On the brink of its 60th anniversary, Montreal-based Lanctôt turned to the **Warehouse Management System (WMS)** experts at **Made4net** for a solution to improve the overall distribution and production of its premium sporting goods, apparel and eyewear inventory.

With Made4net's guidance, Lanctôt adopted **WarehouseExpert**, a single platform addressing both its WMS and ERP software needs.

The robust platform seamlessly integrates **Made4net's WMS solution** with the SAP Business One ERP solution providing Lanctôt with a powerful, closed loop system to optimize multiple warehouse facilities. After successfully automating and streamlining operations at its 50,000 square-foot Montreal warehouse and its satellite warehouse in Miami, Florida, Lanctôt produced a 30 percent increase in picking efficiency.

The continuous flow of data between the WMS solution and SAP Business One has helped Lanctôt achieve better inventory visibility and accuracy, which has created the synergy required to fulfill customer orders more rapidly. For the first time, same-day shipping is available to customers, which Lanctôt credits to the insights and reporting capabilities provided by **WarehouseExpert**.

“Made4net equipped our mid-sized company with the technology and foresight to operate like a Tier 1 Company,” says Stéphane Lauzon, Logistics Director at Lanctôt. “The automated and standardized processes put into place allowed the warehouse team to perform more efficiently, while the reporting and analytics capabilities helped management easily extract critical data and continuously monitor KPIs.”

By using dynamic dashboard reports within the **Made4net** platform, Lanctôt can calculate the status of production as well as track and monitor the amount of time it takes to pick, ship and invoice an order. The Optics Department, for example, implemented a successful cluster picking method allowing warehouse associates to simultaneously pick orders for up to 24 customers in a single trip. As a result, the Optic Departments is now fulfilling orders in a record-breaking 12-hour timeframe and has successfully doubled productivity while maintaining the same size labor force.

According to Lauzon, implementing a new WMS and ERP system simultaneously empowered Lanctôt to quickly organize its warehouse inventory and better positioned the company to strategically expand its distribution footprint. Prior to adopting **WarehouseExpert One**, Lanctôt shipped products to a small number of retailers and distributors. Today, Lanctôt ships directly to consumers and services more than a dozen distributors around the globe.

As Lanctôt discovered new business capabilities via the **Made4net platform**, previous issues related to missing or misplaced inventory were eliminated. In addition, year after year improvement with shipment and order accuracy has been recorded reducing the number of customer service calls and returns.

In an effort to strengthen efficiency and implement additional time savings, Lanctôt is working towards optimizing its packing station to better control shipments and create shipping labels in the SAP Business One ERP system.

MADE4NET Helped Lanctôt:

- Increase picking efficiency by 30%
- Double the production output for its Optics Department using existing labor forces
- Introduce and execute same-day shipping to customers
- Expand its distribution footprint
- Improve order fulfillment and shipment accuracy
- Achieve 100% user adoption
- Streamline and automate multiple warehouse operations
- Implement one integrated platform to address its WMS and ERP needs

About Lanctôt :

Since 1953, Lanctôt has been a Canadian- based, family-run business that specializes in the distribution and production of premium sporting goods, apparel and eyewear.

“Our warehouse teams in Montreal and Miami have fully embraced the Made4net system,” says Lauzon. “We have experienced 100 percent user adoption because the solution is flexible, user-friendly and a proven time saver.”

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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