

The Socius24 logo, featuring the word "SOCIUS24" in blue capital letters. The letter "O" is replaced by a red circular icon containing a white geometric pattern of interconnected lines.

SOCIUS24

The Nelly.com logo, consisting of the text "NELLY.COM" in white, bold, sans-serif capital letters.

NELLY.COM

Case Study

How Socius24 helped Nelly to embrace automation to drive fulfilment efficiency in their new warehouse facility.

A series of overlapping, semi-transparent geometric shapes, including squares and diamonds, in shades of blue, purple, and pink, arranged in a dynamic, abstract pattern on the right side of the image.

Kristina Lukes, CEO, Nelly.com

“On a scale of 1 to 10, our experience of working with Socius24 is a definite 10.”

John Enevoldson, Senior Logistics Developer, **Nelly.com**

NELLY.COM

About Nelly.com

Launched in 2003, Nelly.com is Scandinavia's leading e-commerce company in fashion and beauty for young adults. They provide a wide range of products from hundreds of internationally well-known fashion houses as well as their own NlybyNelly brand.

Nelly.com continues to embrace new technologies to ensure it meets the fast-paced demands of the online fashion world. This allows the company to grow whilst continuing to exceed the high expectations of fast fashion shoppers.

Background

Nelly.com has continually expanded its product range for both women and men. In 2011 they launched their own NLY clothing range that now consists of 10 brands and accounts for almost 50% of their sales.

In 2015, they selected the Blue Yonder Dispatcher Warehouse Management System (WMS) to manage operations at their Falkenberg, Sweden warehouse and have recently upgraded to the 2019 version. This has allowed the operation to accurately process around 3 million orders per year and manage inventory of over 1.4 million items.

In order to keep up with the ever-increasing demands of the consumer, reduce costs and shorten delivery times Nelly.com have recently moved to a new 35,000 m², purpose-built warehouse in Borås, Sweden.





“We operate in a fast-paced and highly demanding market. To be competitive we need to embrace best in breed technologies and leverage automation to drive efficiencies across every part of our operation.”

John Enevoldson, Senior Logistics Developer, Nelly.com

Challenges

To be highly competitive in such a challenging market, Nelly.com recognised that they needed to drive efficiencies in their logistics operation. At the time, the existing operations were heavily manual and they had outgrown their current warehouse facility.

Nelly.com saw automation as key in order to reduce costs and shorten delivery times, and as part of moving their operation to Borås, decided to implement Autostore to automate picking and an automatic sortation system from InterSystem to sort the picked parcels.

Integrating these two systems into Blue Yonder Dispatcher WMS was essential to ensure that the full benefits of automation were gained while stock integrity, order management and other operations remained accurate. At the time, no current standard interfaces existed between these systems, so Nelly.com turned to Socius24 to help make this happen.

Key Requirements



Autostore Integration: To seamlessly integrate Autostore with Blue Yonder Dispatcher to enable the automation of picking.



InterSystem Integration: To provide integration from Blue Yonder Dispatcher into the automatic sortation system from InterSystem.



Location Migration: To support parallel running between old and new sites to support relocation with no disruption to customers and order fulfilment.

Solutions Delivered

Nelly.com selected Socius24 to provide consultancy, development and support for the warehouse move and automation integration. Socius24 was chosen over alternative providers due to their unprecedented product knowledge and experience and how they demonstrated a commitment to fully understand Nelly.com's operation and to work as a highly valued supplier.



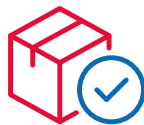
1. Site Migration

Socius24 provided consultancy to Nelly.com to assist in planning their warehouse move that would include a period of parallel running. They then provided configuration and go-live support to ensure the smooth transition.



2. Integration with AutoStore

Socius24 worked with Nelly.com and Autostore to design, develop and test the integration of Autostore into Blue Yonder Dispatcher WMS. Real-time integration between the two systems ensures that stock integrity is maintained in both WMS and the AutoStore WCS.



3. Integration to InterSystem Sortation System

Socius24 developed integration between Blue Yonder Dispatcher WMS and InterSystem's sortation system that enables picked parcels to be automatically directed to, and repacked for, the appropriate carrier despatch pallet.



4. Socius24 Support & Services

With deep-rooted expertise in the Blue Yonder Dispatcher WMS and how this is being used by Nelly.com, Socius24 is providing highly responsive support. They continue to be a valued supplier helping to further optimise and automate this operation.

Outcome

Through their partnership with Socius24, Nelly.com are able to maximise their investment in the Blue Yonder Dispatcher WMS and to embrace leading technologies and automation to drive both operational efficiencies across their operation and to deliver their customers a fast and effective service.

SMOOTH TRANSITION TO NEW FACILITY

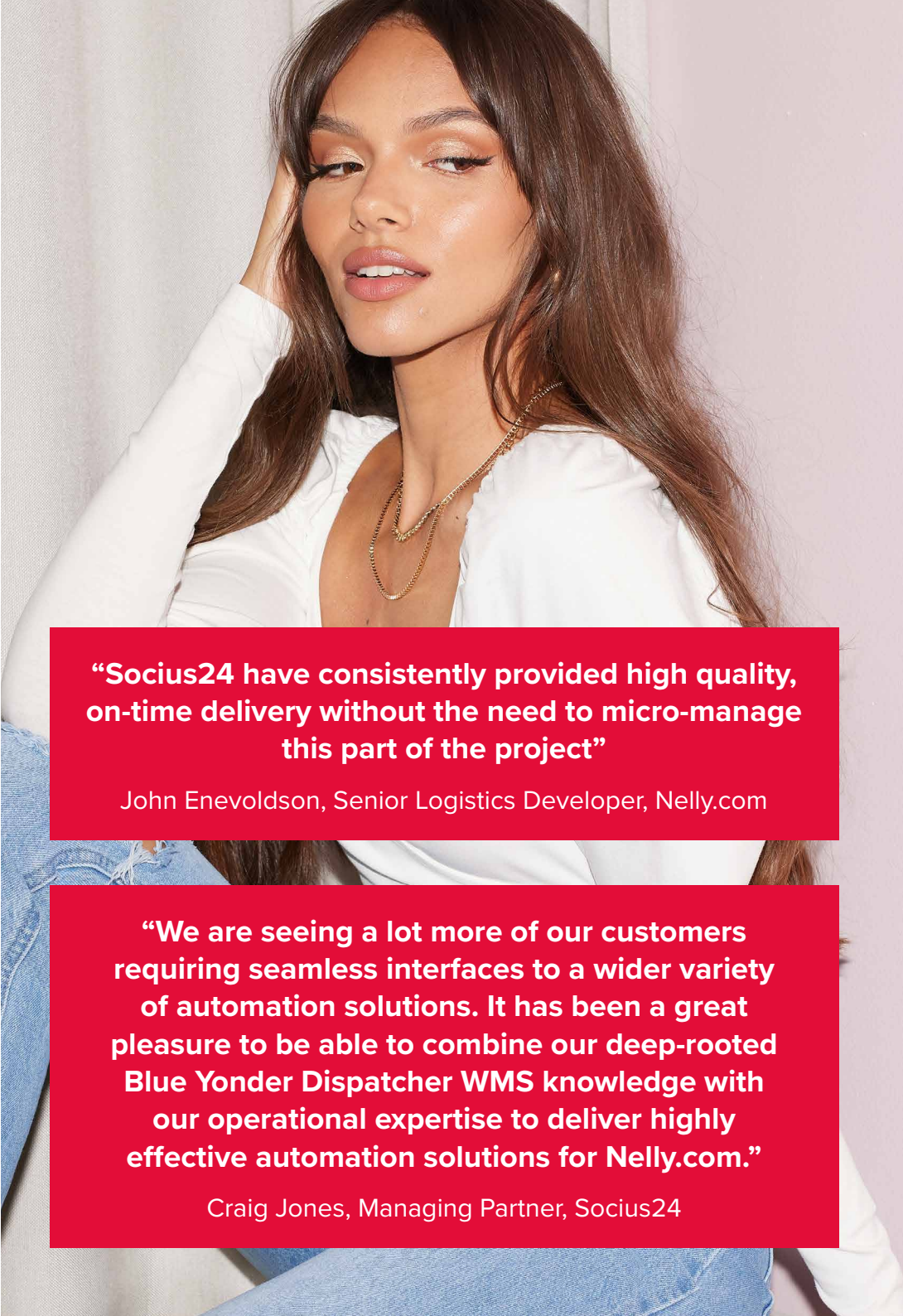
Having done this many times before, Socius24's advice, planning and meticulous attention to detail enabled Nelly.com to transition from their warehouse in Falkenberg to Borås seamlessly. By enabling a period of parallel running, the move was completed without disruption to customers.

EFFICIENCY AT SCALE

The level of seamless integration that Socius24 has provided to both the Autostore picking system and the InterSystem sortation solution is already making a difference. Nelly.com are processing around 10,000 orders per day with on average 2.7 line items per order. It is expected that 80% of picking will be automated which is a 40% saving over manual picking and a 30% overall reduction in fulfilment cost per item.

BEST POSSIBLE SERVICE TO CUSTOMERS

For this sector quick delivery is key, so too is providing the customer with choice on flexible delivery options. Through the use of automation Nelly.com is able to provide their customers with a wide range of options and ensure that speed of delivery is achieved.



“Socius24 have consistently provided high quality, on-time delivery without the need to micro-manage this part of the project”

John Enevoldson, Senior Logistics Developer, Nelly.com

“We are seeing a lot more of our customers requiring seamless interfaces to a wider variety of automation solutions. It has been a great pleasure to be able to combine our deep-rooted Blue Yonder Dispatcher WMS knowledge with our operational expertise to deliver highly effective automation solutions for Nelly.com.”

Craig Jones, Managing Partner, Socius24

Blue Yonder Dispatcher Warehouse Management System

Blue Yonder is one of the most recognisable and implemented solutions in the world.

Socius24's expertise comes from our involvement in the design and development of the original RedPrairie Dispatcher solution, which enables us to fast-track deployment and ensure that our clients use its capabilities to the full. This reduces the cost and risk of deployment, leveraging a broad set of pre-built templates and plug-ins, allowing our customers to quickly gain the functionality they require.

Benefits of this solution include:



USER FRIENDLY INTERFACE

A user-friendly interface that is tailored to your business with extra functionality available as you grow at a national or global level.



TRACEABILITY

Traceability is critical for some industries, so you will know where your stock is from and information about serial numbers, expiry dates. This all helps particularly if there is a need for a batch recall.



INCREASED VISIBILITY


Increased visibility of your inventory from the moment it enters your warehouse or is manufactured to the point of sale.





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