



Acne Studios

Case Study

How Socius24 helped fashion innovator Acne Studios roll out a more effective Warehouse Management Solution.



“Many different parties were involved in our implementation and often it wasn’t obvious how to address the challenges that came up, nor who could solve them. Socius24 proved to be the most pragmatic and solution-oriented party involved, so we turned to them to get the job done.”

Johan Fredlund, Supply Chain Manager, **Acne Studios**

Acne Studios

About acnestudios.com

Acne Studios is a global, Stockholm-based high-end fashion house which was initially established in 1996, inspired by a global movement merging creative disciplines. The company's long-term ambition and drive is to become a global progressive fashion house fuelled by uncompromised creativity, first rate business execution with a sustainable mindset, and to be a truly inspiring workplace for new ideas, new expressions and personal development.

The company has a global hybrid distribution model – with 65 stores around the globe, Etail operations covering 65 markets, and 800 wholesale and franchise partners selling their clothing across 50 different countries.

Background

Acne Studios believe that technology is key for their success. It provides them with the digital agility to deliver a seamless Etail experience and the visibility and control to manage a global distribution model.

As they are innovators in many fields, the company initially developed its own Warehouse Management System (WMS). However, as the business grew exponentially and order volumes increased, they began to experience high rates of mispicks, inventory discrepancies, and inefficiencies with packing/outbound processes. Essentially, their business had outgrown their system and it was no longer fit for purpose.

Acne Studios wanted a fully functional system that they could scale up in the future to match their ambitious expansion plans. In July 2021 they selected Socius24 to help them implement the Blue Yonder Dispatcher Warehouse Management System (WMS) to address their growing needs.





Challenges

Acne Studios needed a WMS that could handle all of the 'in' and 'out' flows across their centralised warehouse operation. They needed to handle inbound stock from suppliers, cross-docking, picking and all of the outbound processes to their EU, APAC and North American markets across all of their sales channels (Retail, Etail, Wholesale and Marketplaces).

Acne Studios' stock is of high value, so knowing where it is at every stage of its journey is vital. The company is competing with best-in-class high-end fashion providers, so speed of delivery is both a competitive advantage and a general expectation of their international customer base.

It is essential that their warehousing operation is efficient, fast, flexible, and able to deliver on time both off-season and in peak season; this is only achievable with best practices supported by a best-in-class solution.

Key Requirements



Flexible & Comprehensive WMS: Acne Studios were looking for a comprehensive solution to meet today's needs but with the flexibility and capability to grow with them.



Expert & Best Practice Advice: Acne Studios were not just looking for a WMS platform, but also a partner that could guide them on their journey; someone with warehouse and logistics expertise and experience in building best practice.



Real-Time Visibility: Operating in such a fast-paced industry, competing in a global market and leveraging a broad range of distribution channels, having real-time visibility and insights into their business was essential.

Solutions Delivered

Acne Studios selected Blue Yonder Dispatcher WMS for their warehouse system. They found this solution capable of meeting all of their needs and were reassured by the fact that the solution is being used by thousands of leading companies across the globe.

Key to this system decision was choosing Socius24 as their implementation partner. Socius24 brought real expertise into designing the solution for Acne Studios as well as unique advantage through their own User Service Portal (USP) that would be a key part of the delivered solution.



1. Stock Management

Blue Yonder Dispatcher WMS now manages all inbound and outbound flows within Acne Studios' centralised warehouse operation. This includes managing supplier POs, cross-docking, picking, packing, and their outbound processes to global markets across all their sales channels.



2. Visibility and Traceability

By complementing Blue Yonder Dispatcher WMS with Socius24's USP, Acne Studios now has 100% traceability and visibility over all aspects of its warehouse operation. Through the USP dashboards all users have access to a visual representation of where stock is at all times.



3. Advice and Deployment

Socius24 has guided Acne Studios through every step of the end-to-end process, from initial design workshops, through to implementation, user adoption and go-live. By taking a flexible and pragmatic approach Socius24 had to address both technical and operational challenges.



4. Ongoing Partnership

Having a long-term partnership was key to Acne Studios and following go-live, Socius24 continues to be that trusted advisor - helping Acne Studios to continually optimise their solution and working with them to plan for future requirements and scale.

Outcome

Through their partnership with Socius24, Acne Studios now have a comprehensive solution that is robust, scalable, and tailored to their specific needs.

Blue Yonder Dispatcher WMS combined with Socius24's USP sits at the centre of Acne Studios global supply chain controlling, managing and reporting on inbound and outbound flows across all sales channels. They are already seeing a positive ROI gained from the ability to handle larger volumes, improved process quality, increased customer satisfaction, and reduced business risk that were associated with their previous in-house solution.

PICKING AND PACKING

Dispatcher WMS has facilitated improvements, such as double scanning in the B2B outbound process (picking + packing), which has had a positive impact on the general shipment quality. They have seen a reduced number of mispicks and increased inventory accuracy. Other added functions include: now having a dedicated B2C return area, a faster order picking process, and an improved replenishment process of picking locations.

INCREASED VISIBILITY

Acne Studios now has visibility into their warehouse operations that can be accessed by a wider audience across the company. Socius24's USP has created a structured way for the warehouse team to collaborate with sales and sales admins and to arrange deliveries for customers according to their specific requirements.

INTUITIVE INTERFACE

The system Acne Studios now have in place has proved to be intuitive and easy to use. It has been quickly adopted by warehouse operatives and through an 'operational overview' dashboard, management have the real-time visibility they need as well as the ability to drill down on the detail.

“Socius24’s hands-on and pragmatic approach throughout this project has been clearly valuable to us and definitely preferable over the more classic approach applied by software providers where sales and operation/implementation are working more in silos. The Management team at Socius24, has acted in a fair and trustworthy manner which, for obvious reasons, is key for a successful outcome of a project like ours.”

Josef Matschiner, Supply Chain Director, Acne Studios

Starting a project in Sweden straight after the Covid-19 pandemic could have been a real challenge for Acne Studios and Socius24. Working as a team, in close collaboration throughout, ensured a successful WMS & USP implementation. We continue to work together to realise further improvements and greater ROI. It has been a real pleasure working with Josef, Johan and everyone involved, and we look forward to a long and successful partnership for many years to come.”

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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