

Into the future

DM Merchandising:

How SaaS-based WMS powered a fast, seamless deployment for a wholesale merchandise retailer.



Snapshot

Company DM Merchandising	Warehouse Size 180,000 SQ. FT.
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Warehouse Size Wholesale Retail Manufacturing & Merchandising
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Infios Competency Supply Chain Software

Solution(s) Infios Warehouse Management (WM) Edge

Complexity

Drive digital transformation by implementing a SaaS-based WMS on a condensed timeline.

Best practice

Leverage a SaaS-based WMS to accelerate efficiency, visibility and scalability—without the delays of traditional implementations.

Into the future

DM Merchandising designs, develops and distributes one of the most comprehensive product inventories—spanning fashion accessories, apparel, footwear, tech, jewelry and kitchenware. Their goal? Eliminate friction for customers with seamless solutions and a curated selection that sells.

Leadership at DM Merchandising recognized the challenges of an aging infrastructure, including a 20-year-old Warehouse Management System (WMS). Rather than wait for inefficiencies to escalate, the team took a proactive approach, driving a companywide digital transformation to future-proof operations and stay ahead of demand.

Finding the right solution

DM Merchandising needed a SaaS-based WMS—on-premise wasn't an option due to the high cost and heavy support demands. The solution also had to support cartonization, waving and shipping to streamline fulfillment. After thorough research the team selected the right partners to drive their digital transformation forward.



The project was estimated to take a year to complete. It began with the foundation of their digital transformation—an Enterprise Resource Planning (ERP) system implemented by NetSuite, an Infios partner. Further downstream the WMS portion of the project began. During the buildout DM Merchandising realized the original WMS selection wasn't the best fit and decided to switch to a new provider.

This decision wasn't taken lightly, as they were on a tight timeline to meet their go-live deadline. DM Merchandising brought in Impact WMS, an Infios partner, to guide them toward a solution that could integrate seamlessly with the environment they were already planning for.

All partners on deck

Several options were considered, but DM Merchandising selected Infios WM Edge (deployed in the cloud) solution. Infios stood out with its ability to support the key WMS capabilities DM Merchandising needed, enabling the company to achieve its current objectives quickly while offering opportunities for future growth. It was clear that DM Merchandising and Infios would be a great partnership.

DM Merchandising signed on at the end of October 2022, planning to go-live in January 2023. By mid-November, they had a test environment up and running. The rapid deployment of the WMS, facilitated by Infios's SaaS offering, allowed DM Merchandising to quickly begin the configuration and testing phases.

The original go-live date was met, thanks to the collaboration of both companies during implementation. NetSuite and SaaS deployments were key factors in hitting the go-live timeline.

Following go-live and training, DM Merchandising's warehouse associates were highly receptive to the change. "Infios WM Edge's ease of use assisted in a smooth transition. Information in Infios's WMS is well organized—querying or searching for information was picked up quickly in this environment," said John Shalaby, Chief Operations Officer.

DM Merchandising realized several key benefits within the first several months:

- 95% on time deliveries
- Shipping accuracy increased to 99.87%
- Maintained one-day delivery on 98.7 percent of shipments
- Speed of implementation – WMS in the cloud allowed them to stay on time with the original timeline.

The most significant benefit was the speed of implementation. Just three months from signing the contract, the WMS was fully operational in the warehouse.

Looking ahead

DM Merchandising intends to continue building. "To have a partner across the table in Infios, supporting us to set the bar in our industry, is a testament to the partnership," says John Shalaby, Chief Operations Officer at DM Merchandising. excited to continue strengthening the new partnerships formed through this project.



"We think that cloud computing and the way that it has emerged in terms of scalability, plug-ins and integrations has become the mainstream."

John Shalaby
Chief Operations Officer, DM Merchandising



"We were able to maintain one-day delivery on 98.7% of our shipments—that in itself is a major testament in what we're able to do in not even year one, we're still in year zero."

John Shalaby
Chief Operations Officer, DM Merchandising