Built to flex, ready to win

Komar's agility transformed with Infios OM 2.0—revolutionizing scalable omnichannel growth with 15-minute feeds and TikTok onboarding

Snapshot

Company	**Industry**
Komar	Retail & B2B

Solution(s)
Infios Order Management (OM)
Infios Integration Platform-as-a-Service (iPaaS)

Complexity

Even a robust enterprise tech stack can't outrun today's pace of channel expansion and consumer demand.

Best practice

Augmenting Komar's enterprise backbone with Infios OMS for modular design, elastic architecture and rapid channel onboarding.

8 minutes from order creation to release (cut from 8 hours)

40% fewer CSR "missing PO" tickets

6 weeks or less to onboard new commerce channels

Background

For over 100 years, Komar has been a driving force in the apparel industry, with a portfolio of 100+ owned, licensed and private-label brands such as Cuddl Duds, Le Mystère and Carole Hochman. With an Enterprise Resource Planning (ERP), Warehouse Management System (WMS) and Electronic Data Interchange (EDI) network already in place, the company was well-equipped to manage e-commerce and wholesale growth. However, the increasing demand for new channels, drop-ship requests and rapid growth in direct-to-consumer (DTC) sales revealed the need for more comprehensive, faster control.

The challenge

The pandemic accelerated channel proliferation—and highlighted friction in Komar's batch oriented processes:

- **Inventory blind spots:** once daily inventory updates lead to oversells and stockouts.

- **Manual firefighting:** customer service representatives (CSR) chased missing purchase orders (PO); operation teams resolved address errors and order exceptions by hand.

- **Innovation bottlenecks:** the rise of social commerce channels like TikTok, for example, was out of reach because legacy systems couldn't meet real-time needs.

Komar sought a solution that wouldn't involve a complete replacement of their existing systems. They needed an overlay and augmentation that would enhance rather than replace them.

infios

KOMAR

The solution

After evaluating various options, Komar selected Infios OM with modular augmentation. The system features:

Hyper fast inventory feeds

- By reducing inventory refresh frequency from 24 hours to 15 minutes, Infios has helped eliminate oversells across 25+ digital, wholesale and marketplace channels.
- SKU-level buffer rules give planners fine-grained risk control.

Seamless integrations and fewer tickets

- Infios's Integration Platform-as-a-Service (iPaaS) and 1,500+ connectors unified Shopify, ERP, 3PLs and EDI.
- CSR tickets for "missing POs" fell by 40% after the automation of data gaps.

Smart exception handling

- Auto cancellation logic for invalid addresses and PO Box orders reduced manual touch points.
- Dynamic sourcing: reroute orders when inventory is in short supply to maintain on time ship metrics.

Rapid channel onboarding

- TikTok Shop was up and running in under 6 weeks, thanks to OMS channel mapping and high frequency inventory pushes that were impossible on legacy tools.

User-centric enhancements

- Role-based dashboards, advanced search and CSV exports are designed to increase productivity across all IT, EDI, operational and customer service teams.
- Komar took advantage of structured onboarding programs to ensure every role harnesses the full power of Infios OMS.

The results

Using Infios OM, Komar transformed complexity into a growth engine:

- **Reduced:** inventory feed latency by 96%—from once daily to every 15 minutes across 25+ channels.
- **Fulfillment velocity:** warehouse throughput increased due to faster PO flow into scale.
- **Cross channel confidence:** near real-time inventory eradicates overselling and opened the door to TikTok and beyond.
- **Strategic bandwidth:** operations teams will spend less time on manual DTC tasks and more on strategic planning and exception analytics.
- **Roadmap acceleration:** features previously paused—real-time PO validations, robust cancellation scenarios—are now live or on the near-term roadmap.

Komar's tech landscape is no longer a barrier—it's a launchpad for what comes next.

KPI	Then	Now
Inventory feed cadence	1x per day	Every 15 minutes
Order creation → release	8 hours	8 minutes
New channel launch timeline	Elongated	< 6 weeks
CSR missing PO tickets	Baseline	40% reduction

"Infios didn't ask us to rip out what already worked—they amplified it. We're shipping faster, onboarding channels like TikTok in weeks, and arming every team with real time data. Infios OM is the catalyst behind our next decade of growth."

Will Mitchell
COO, Komar

infios