



## **SUPERCHARGING FULFILLMENT:**

### Increff's WMS Technology for Enhanced Efficiency

In the bustling world of logistics and transportation, a 3PL partner stands tall as a leading provider of comprehensive solutions across the Middle East and Asia. When the waves of fulfillment challenges lapped at the shores of a prominent sustainable brand in the UAE—a valued customer of the 3PL partner harnessed the capabilities of Increff's Warehouse Management System (WMS) to address the brand's issues. Through this innovative partnership and the adoption of cutting-edge retail technology, we at Increff empowered the 3PL partner to bolster the brand, equipping them with the means to scale new heights of success.

#### **THE CHALLENGES**

The brand, deeply rooted in the UAE, has won hearts with its steadfast commitment to sustainability and social responsibility. For each item sold, the brand donates a portion of the proceeds to their partner charities. However, they encountered a significant challenge—the effective management of their fulfillment process.

As the brand's customer base grew and order volumes surged, their existing systems began to buckle under the weight. Stuck at a 50% fulfillment rate, the brand's potential to enhance the impact and deliver exceptional customer experiences was hindered.

The inability to efficiently fulfill orders not only created delays but also undermined the brand's potential to grow and expand its reach. They recognized that a robust WMS solution was needed to overcome these fulfillment challenges and unlock their true potential.

## THE SOLUTION

Upon recognizing the critical role of technology as a catalyst in optimizing supply chain efficiencies, our 3PL partner strategically employed Increff's Gartner-recognized Warehouse Management System (WMS). Increff's WMS provided the 3PL partner with a comprehensive solution to streamline the brand's fulfillment process and enhance efficiency. The system's advanced features included real-time inventory visibility, intelligent order routing, and optimized picking and packing strategies.



## THE OUTCOME

The advent of Increff's WMS in the brand's fulfillment ecosystem set off ripples of transformation. **Within just 1-1.5 weeks of implementation, the brand witnessed a remarkable transformation. Order processing soared, with nearly 10,000 orders fulfilled, representing an impressive 94% fulfillment rate.** It is noteworthy to mention that this achievement was magnified by the inclusion of the previous month's orders, illustrating the immense potential of Increff's WMS to optimize operations.

## KEY MILESTONES

### Streamlined Order Processing:

Increff's WMS efficiently managed the brand's order processing, significantly reducing delays and ensuring a seamless customer experience. By automating key steps in the fulfillment process, the system eliminated human errors and enhanced overall accuracy.

### Enhanced Inventory Management:

Increff's WMS provided the brand with real-time visibility into their inventory levels, ensuring optimal stock availability and preventing stockouts. The brand could now efficiently track its products, manage its stock, & plan its production cycles accordingly.

### Optimized Efficiency:

The implementation of Increff's technology streamlined the brand's fulfillment operations, reducing manual effort and increasing overall efficiency. The brand's staff could now focus on higher-value tasks, such as quality control & customer service, driving organizational growth.

### Scalability and Growth:

With Increff's WMS, the brand experienced a significant increase in order fulfillment rates, enabling them to meet growing demand and expand their customer base. The newfound efficiency and reliability set a solid foundation for sustainable growth.



### FINAL THOUGHTS

Increff's Warehouse Management System revolutionized the 3PL's fulfillment process for the brand, enabling them to overcome their previous fulfillment challenges.

Through seamless integration and tailored implementation, Increff enabled the 3PL partner to empower the brand to achieve exceptional results. With near-perfect fulfillment rates and increased efficiency, the brand can now focus on its core mission of blending sustainable fashion with philanthropy, making a tangible difference in the world. This success story stands as a testament to the power of technology in driving positive change and inspiring a global movement towards more responsible and impactful business practices.

As the journey continues, Increff remains dedicated to providing innovative solutions that enable brands to scale new heights, foster sustainability, and fulfill their philanthropic goals. Together, Increff and the 3PL partner are shaping a future where technology and purpose-driven business intertwine, creating a positive ripple effect that transcends the boundaries of commerce.

### ABOUT INCREFF

Increff is a retail SaaS company solving complex inventory management & supply chain challenges. Over 200+ global retail brands believe in our end-to-end merchandising and omnichannel inventory management solutions. We empower retailers to enable automated decision-making, bring accuracy to processes, drive sustainable retailing, and achieve incredible efficiency.



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