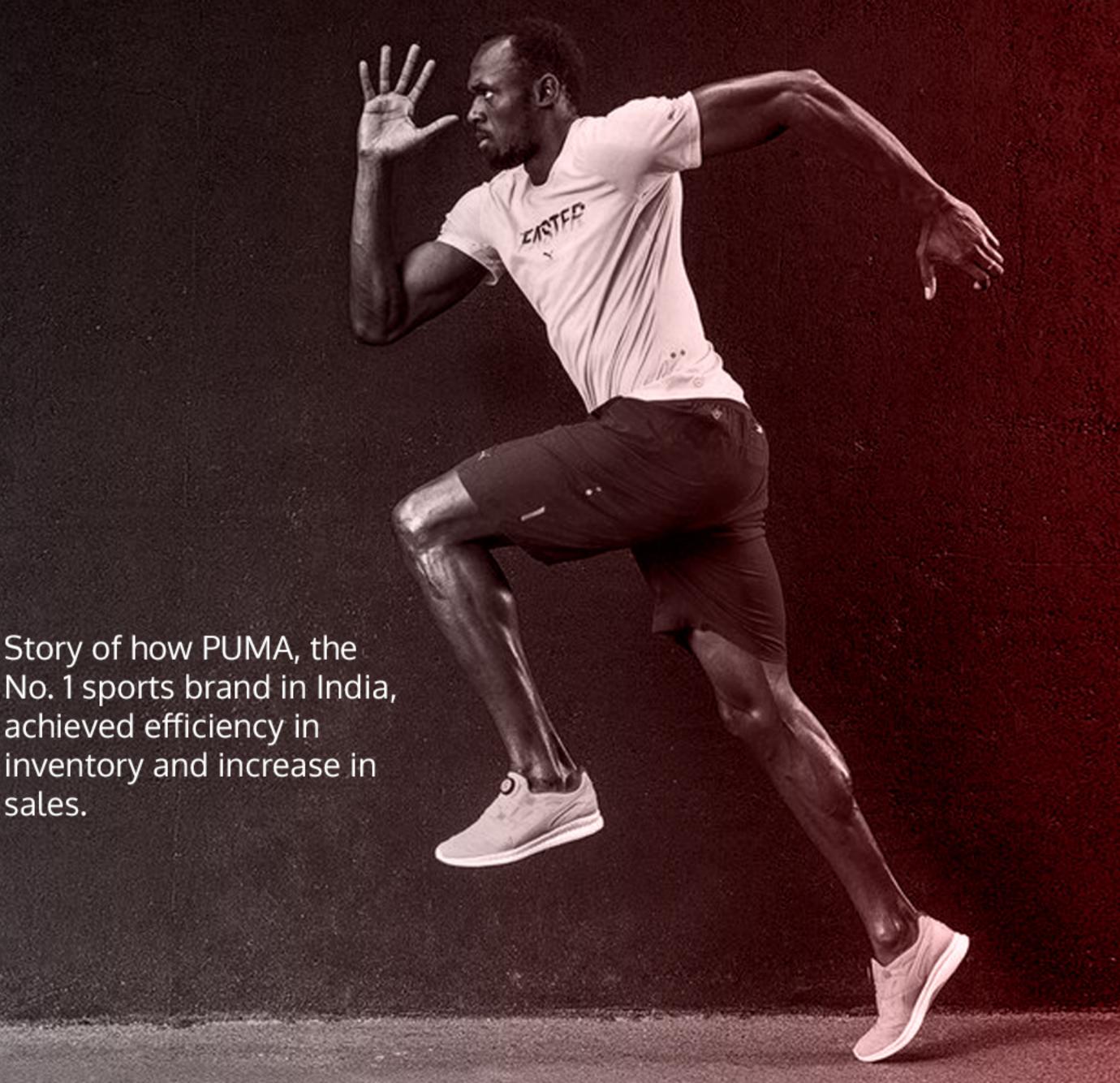
CASE STUDY

PUMA, India upgraded to an Integrated Warehouse Management System







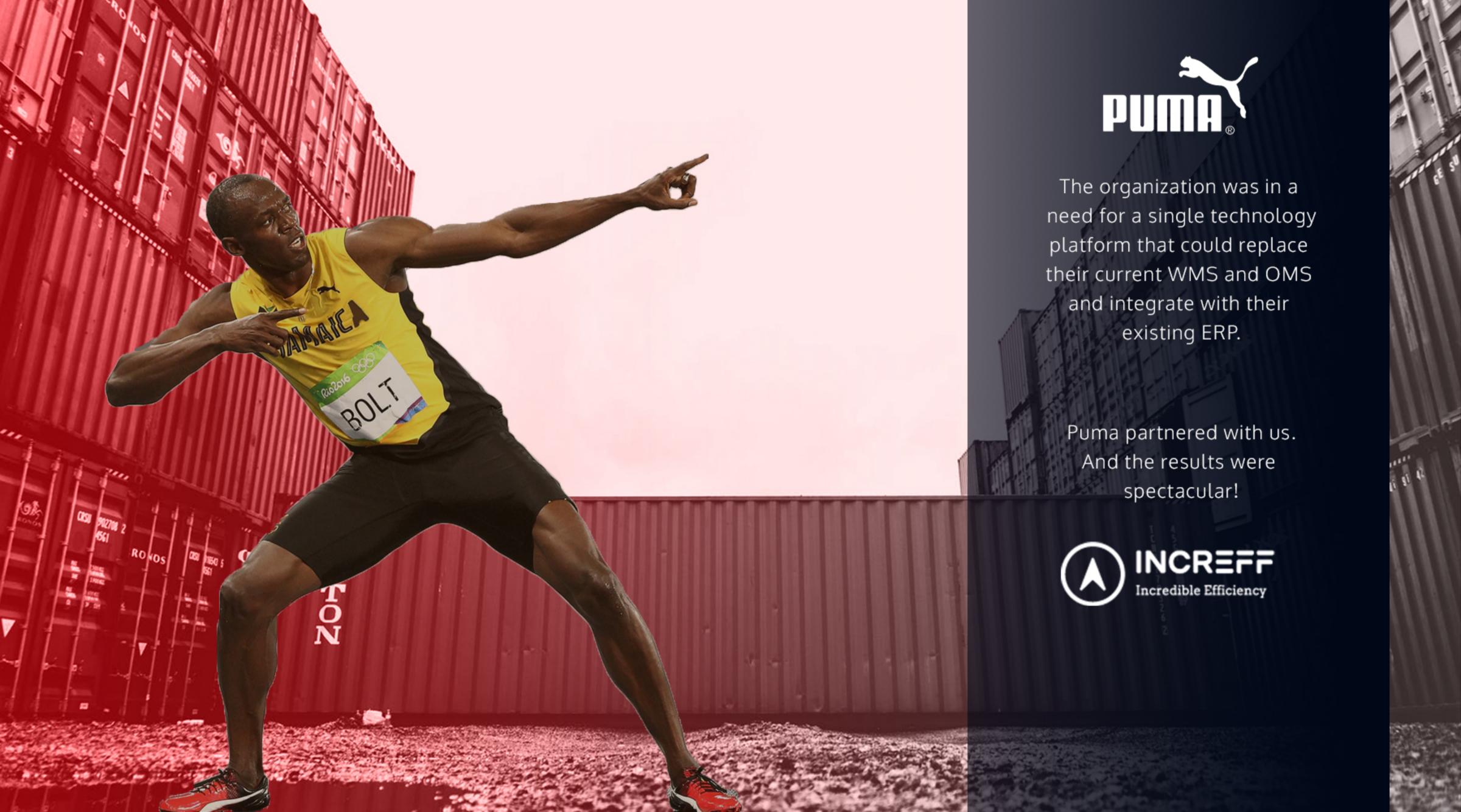
sales.

FOREVER FASTER PUTTE

Forever Faster is more than being quick. It is the brand's mantra. It is 70 years of fast products for fast athletes. Puma aims high, & when it scores its goals, it aims even higher. All to chase a single goal -

To be the Fastest Sports Brand in the World

The footwear giant, just like any other fashion brand, was operating on multiple tech platforms (ERP, OMS and WMS) in a single warehouse. This was adversely effecting the overall performance.





HIGHLIGHTS

The customized warehouse management system implemented by us soon met the real technological needs of the brand's distribution across India.



LIVE INVENTORY SYNC

SECONDS

Real time updaton of inventory ensures there are no order cancellations due to stock outs.

QUICK RAMP UP

30 MINUTES

Of training. Quick setup of mobile friendly and ready to use platform.

NO BUFFER INVENTORY



As Increff ensures low inventory sync time, there is no need to store any buffer inventory to fulfill all orders during the sale period.





IMPACT DELIVERED

The implementation of Increff Assure brought about an accuracy in forecasts. And increased online sale by 3x.

As promised.



REDUCED INVENTORY HOLDING BY

40%

INCREASED PURE ONLINE RATE OF SALE BY

3x

INVENTORY DELIVERY & ORDER FULFILMENT RATE

99.9% ACHIEVEMENT





IMPACT DELIVERED

The integration increased efficiency at all levels. And the result could be seen in sales from different channels too. Not only did Increff's warehouse management system accelerate the entire order processing system, the brand saw real value in the integration. It implemented Increff Assure in multiple warehouses.



SLA REDUCED TO

1 DAY

FROM DAYS

ORDER DELIVERY
ON BBD

100

PER MINUTE

INCREASED RATE OF SALE IN

ALL

CHANNELS DURING SALE DAY OF ONE PARTICULAR CHANNEL





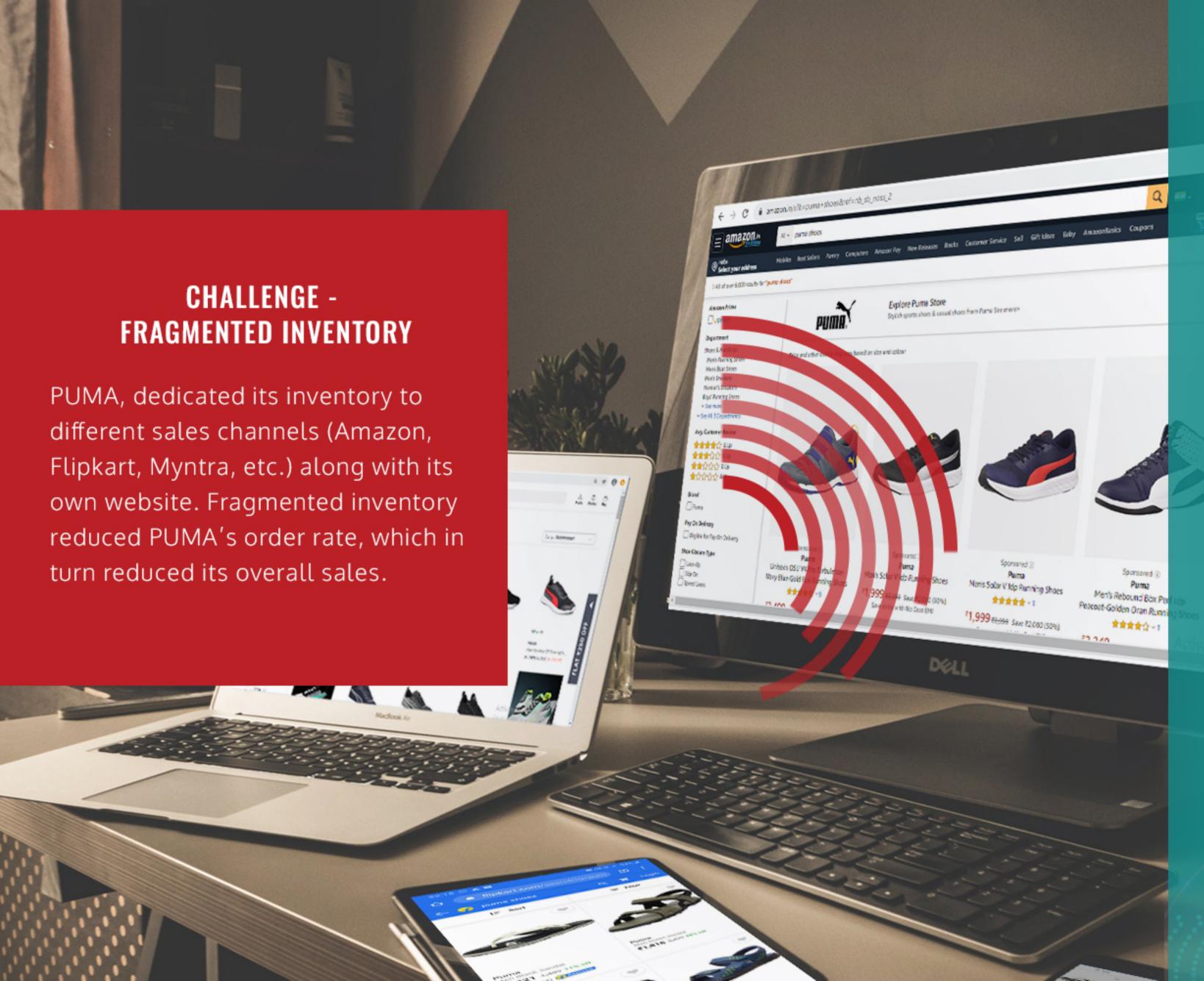


SOLUTION -SINGLE SYSTEM

Increff's technology provided one stop solution for Puma's

- Order Management System (OMS),
- Warehouse Management System (WMS),
- Channel Integration Management System (CIMS)
- Inventory Management System (IMS).



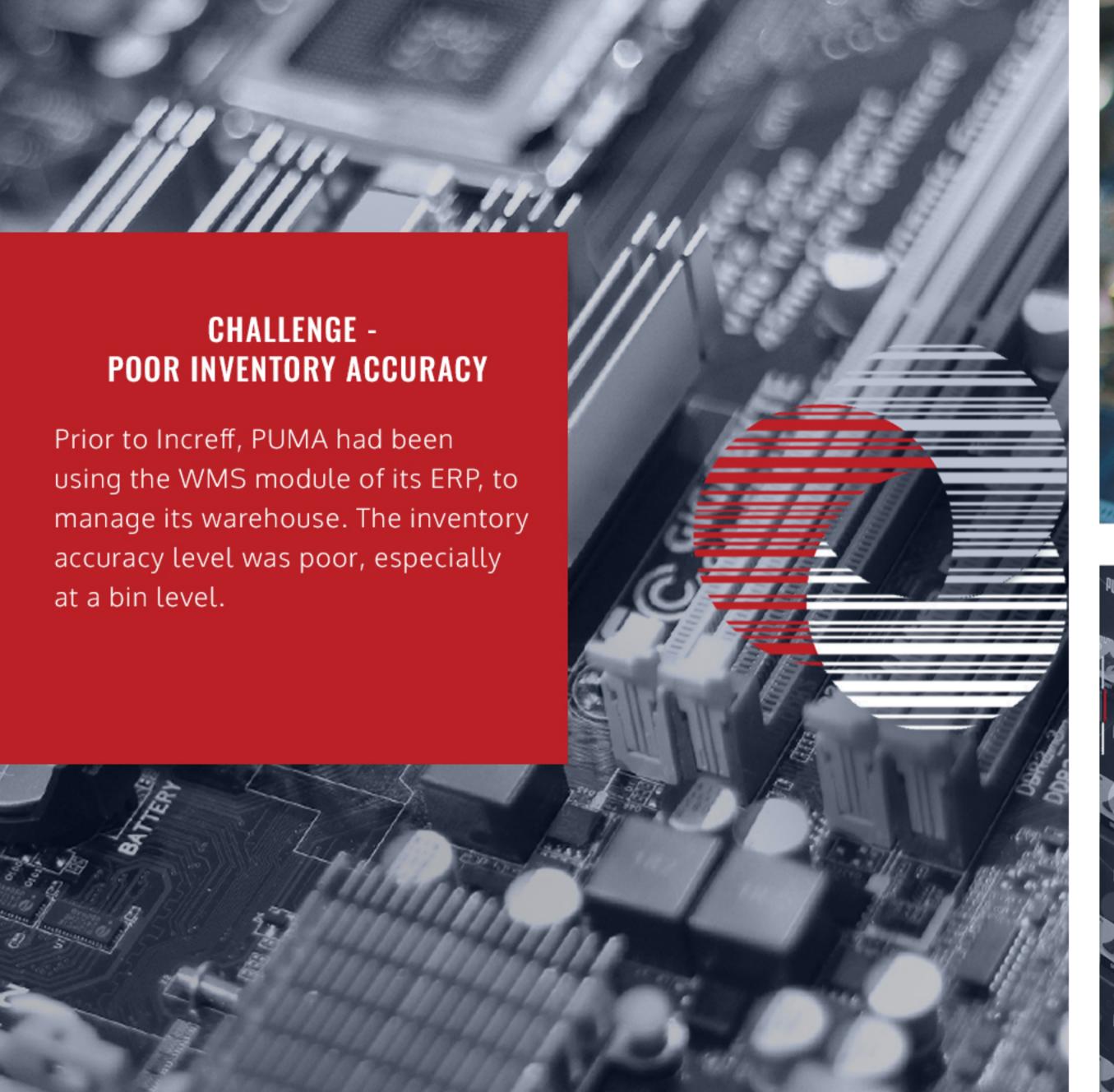




SOLUTION -SINGLE VIEW INTERFACE

Increff Assure's single view inventory helped PUMA showcase all its inventory to different sales channels, and this has spiked PUMA's Rate of Sale by 3x.











SOLUTION -SERIALIZATION

PUMA increased its inventory accuracy to 99.9% (bin level) and lowered its cost of operation by using Increff Assure's EAN based WMS solution of serialization of inventory. With ease of locating inventory, PUMA, can now process all orders with complete inventory accuracy.





ABHISHEK GANGULY

MD, PUMA India

Solving complexity at scale, INCREFF provides Puma with a stable platform that drives inventory efficiency across all channels, successfully bringing down order-to-ship SLAs (service-level-agreements).



SANJAY ROY

ED Sales & Sales Operations, PUMA Sports India

Increff has made our direct to consumer e-commerce journey simple and easy. A great combination of practical knowledge, backed by sound technology and a team which is operation centric. Our ecommerce business is growing multiple times backed on same.



Want to increase your Rate of Sale & stay ahead of the game like PUMA?

Visit: www.increff.com / Email: sales@increff.com

And book a FREE DEMO!

THANK YOU