

CASE STUDY

PUMA, India upgraded to an Integrated Warehouse Management System





FOREVER **FASTER** PUMA 

Story of how PUMA, the No. 1 sports brand in India, achieved efficiency in inventory and increase in sales.

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.



The organization was in a need for a single technology platform that could replace their current WMS and OMS and integrate with their existing ERP.

Puma partnered with us. And the results were spectacular!





EVERY
30
SECONDS

LIVE INVENTORY SYNC

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

JUST
30
MINUTES

QUICK RAMP UP

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

DURING
PEAK
SALE PERIOD

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.



HIGHLIGHTS

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





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
3 DAYS

**ORDER DELIVERY
ON BBD**

100

PER
MINUTE

**INCREASED RATE
OF SALE IN**

ALL

CHANNELS DURING
SALE DAY OF ONE
PARTICULAR CHANNEL

CHALLENGE - MULTIPLE SYSTEMS

PUMA was facing operational hassles earlier as it was operating multiple tech platforms (ERP, OMS and WMS) in a single warehouse. The organization was in need of a single tech interface that could replace their current WMS and OMS.



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).



CHALLENGE - FRAGMENTED INVENTORY

PUMA, dedicated its inventory to different sales channels (Amazon, Flipkart, Myntra, etc.) along with its own website. Fragmented inventory reduced PUMA's order rate, which in turn reduced its overall sales.



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.



CHALLENGE - POOR INVENTORY ACCURACY

Prior to Increff, PUMA had been using the WMS module of its ERP, to manage its warehouse. The inventory accuracy level was poor, especially at a bin level.



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