

Point Your Business in the Right Direction
with Mail Order Manager



Mail Order Manager - UK Edition

Nearly 10,000 multi-channel merchants worldwide run and grow their businesses everyday with Mail Order Manager (M.O.M.). Get up and running with the UK Edition of M.O.M. and take complete control over your entire catalogue, mail order and e-commerce operation:

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For 25 years chairman of full-service direct response agency Communicomp, Mr. Lewis now heads Lewis Enterprises, a creative service. He writes copy for catalogue and direct marketing clients worldwide and conducts seminars in many countries.

So whether you're located in Cape Town or Canterbury, London or Long Beach; if you're losing response you should be getting ... call the Pro.

Herschell Gordon Lewis is the author of 29 books, including the much acclaimed *Herschell Gordon Lewis on the Art of Writing Copy*, the best selling *Direct Mail Copy That Sells, selling on the Net, Advertising and Marketing Handbook, Cybertalk That Sells, and How to Write Powerful Catalogue Copy*.

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Case Study:

Ebuyer.com reviews its warehousing operations

Increasing capacity with a new WMS

Ebuyer.com, the UK-based independent online technology retailer of consumer technology: stocking major brands including Sony, Canon and Hewlett Packard alongside own brand products, was becoming a victim of its own success.

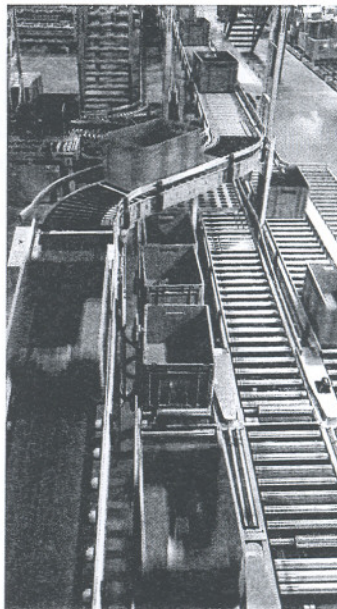
With a continually expanding product offering of over 20,000 product lines it not only operated out of three different warehouses, the bulk store and picking operations were in separate locations. With a customer base of over 1.2 million and an order intake of c8/900 orders per hour and growing, a complete review of the operation was imperative. To remain competitive and continue to grow, world class levels of customer service combined with speed and accuracy are paramount.

Armando Sanchez, Ebuyer's operations director, said, "It was clear that the best solution would be to consolidate operations on one site and work closely with a system supplier to create a design that would not only match the immediate requirement but also incorporate some degree of future proofing."

The decision was taken to consolidate the operation and re-locate to a custom built state of the art 280,000 square foot logistics and office centre in Howden, East Yorkshire. Savoye, a supplier of warehouse solutions and systems, was called in to develop the whole operation from goods-in to despatch in order to improve the order picking and fulfilment process. As a result Savoye was asked to provide a turnkey solution, designing and supplying the total storage and order fulfilment system hardware and software.

The Howden facility houses pallet racking for large bulky items, CLS (Carton Live Storage) with PBL (Pick By Light) for the general product range, static shelving for the slow moving items and the Commissioner ASRS (Automated Storage and Retrieval System) for high value products. All items are picked using PBL or RF devices into totes that are automatically routed into the sortation, packing and despatch areas. The whole process is managed and controlled by Savoye's warehouse management system, LM7.

A key feature is that totes are effectively stored on the conveyor and controlled by the LM7 software which can be launched from anywhere in the system. As such the management software will choose the tote nearest the first item to be picked for the next order and as soon as the order is fulfilled and the tote emptied, it will be introduced back onto the conveyor awaiting allocation for its next order. A major benefit is that there is no delay at start up in the morning with orders



picked, packed and ready for despatch within a few minutes of switching on the system.

With few lines per order, products are generally picked by order from the CLS controlled by pick by light however, very fast moving items are now batch picked for subsequent sortation which has significantly improved the order fulfilment process. High value products are the last items to be picked in the process. These are stored in totes in the Commissioner ASRS which provides excellent security and brings the goods to the picker. The bulky items are picked directly from pallet racking onto in-rack conveyors.

A series of scales and scanners cross check the orders as they pass down the conveyors which feed ergonomically designed pack stations where the goods are packed/labelled and fed into a multi-way sorter from where the barcode directs them into one of 20 dedicated postcode lanes awaiting collection by courier.

There is a separate returns area where, once checked, the items are returned to a temporary location within the dynamic pick face awaiting re-location in the correct pigeon hole once it becomes free. An additional feature is the waste conveyor which feeds all discarded packaging to a waste compactor outside the warehouse.

Commissioned in June, the system is currently processing around 1000 orders per hour which is just 50 per cent of its total capacity. C&EB