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Marek Dymarski, Logistics Director, Empik



empik

Headquarters: Warszawa, Poland

Distribution centres: Poland (Sochaczew)

Manhattan Associates solution:
Warehouse Management for Open Systems (WMOS)

Challenge:

Empik needed a centralised and fully configurable solution that would allow it to optimise its current and evolving supply chain processes.

Solution:

Empik selected Manhattan Associates as its technology could be integrated with Empik's existing systems infrastructure and give it full control over its supply chain.

Results:

Cost savings, enhanced service levels, compressed cycle times, improved order accuracy levels, as well as a faster order consolidation and fulfilment process.

Empik runs distribution operation on Manhattan Supply Chain Platform



Empik is one of the largest multi-channel retailers in Poland with a chain of almost 190 stores across the country and a robust online offering. The company sells a wide range of culture, knowledge and entertainment products in such categories as books, music, film, games and multimedia, press, stationery, toys, board games, gadgets and tickets for cultural events to more than 28 million customers annually. Empik has experienced strong revenue growth in recent years, particularly in its online business. In order to successfully accommodate this tremendous growth and continue to provide unrivalled customer service both online and in the store, Empik needed a centralised and fully configurable solution to optimise its supply chain processes.

Taking control of the supply chain

Manhattan Associates' [Warehouse Management](#) solution was selected to support Empik's fulfilment operation and was initially implemented by Empik's 3PL partner, with whom Empik and Manhattan worked closely to deploy the new technology. The system was implemented in Empik's 270,000 square foot distribution centre in Sochaczew, Poland. After three years of smooth and seamless functioning, Empik decided to take the solution in-house and it was successfully adapted for in-house use through a series of configuration changes.

The switchover was preceded by a thorough preparation phase to ensure a smooth and swift transition to Empik's IT infrastructure. For this purpose Manhattan Associates provided full on-site support. The critical objective throughout the process was to minimise disruption within the distribution centre operation as much as possible. And, the two companies successfully completed the switchover with minimal impact on the warehouse operation.

"We received full support during the switchover from the DHL database onto our systems," commented Marek Dymarski, logistics director at Empik. "Manhattan Associates developed an appropriate environment for this transition and worked closely with our IT department. We were impressed with just how smoothly it all



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Key benefits of optimised distribution operations

Manhattan's technology has successfully supported Empik's logistics operations over the last three years and during this time, Empik has managed to hit its operational and business goals while optimising its overall supply chain performance and improving productivity levels.

Speaking of these gains, Marek Dymarski added, "We have seen productivity improvements in several areas of our distribution centre operation. These have, in turn, allowed us to generate cost savings and improve the overall level of service we are able to provide to our customers. We have also been able to compress cycle times, improve order accuracy levels, as well as expedite the entire order consolidation and fulfilment process. We look forward to working closely with Manhattan Associates this year and in the coming years to further optimise Empik's logistical processes."

As for Empik's future plans, the company intends to extend its chain of stores and make substantial investments in its e-commerce operation. The company also plans to further extend its product offering to appeal to consumers of all ages, tastes and interests.