

*"We have gained more operational efficiency with Manhattan Associates, which has allowed us to cut costs, increase our revenues and, ultimately, empower our customers."*

**Brant Osborne, Director of Information Technology**  
H & O Distribution, Inc.



**DISTRIBUTION, INC.**  
**Headquarters:** Fairfield, OH  
**Warehouse space:** 525,000 square feet  
**Manhattan solution:** Manhattan SCALE™:  
 Supply Chain Architected for Logistics Execution

**Challenge:**  
 H & O used manual processes to track inventory, distribution and shipping, and needed to update and streamline its operations.

**Goal:**  
 The company needed to gain more control over inventory tracking and reporting processes, while providing value-added services to clients.

**Solution:**  
 H & O selects Manhattan based on industry reputation and built-in product features.

**Results:**  
 H & O increases efficiency and accuracy with warehouse, distribution and shipping procedures, and gains a competitive edge.

## H&O Distribution picks and packs profits with new supply chain solutions

### H & O Searches for Methods to Boost its Operations into the 21st Century

**H** & O Distribution and its affiliate companies, Osborne Trucking and Osborne Logistics, provide comprehensive warehousing, fulfillment and shipping solutions to a wide variety of clients across the globe. Founded in 1959, this family-owned business is situated on 36 acres in Fairfield, Ohio—just outside of Cincinnati, employs approximately 85 people, serves more than 100 customers, and provides 525,000 square feet of warehouse space. The family-oriented nature of its business environment has proven to be the key driver of H & O’s success, attracting employees and customers alike.

As a third-party public warehouse, H & O picks and packs products—from repacking to crating to general pallet storage—providing a one-stop shop for their customers’ logistical needs. The company strives to lead its industry in customer service and support, but faced challenges with cumbersome business and operational processes that ate into its profits.

“When your company grows to a certain level and you are managing the flow of products moving across significant warehouse space, it’s time to assess how to improve efficiency,” said Brant Osborne, grandson of the founder of the company and director of information technology for H & O Distribution.

Previously, the company operated on a “pen and paper” method, having forklift operators run their picking and receiving operations on clip boards, who would turn their data over to a clerical staff that ran the information on an old Unix-based system. “We had too many data entry errors with our manual system, which also required extensive man hours to keep the information on accurate. We were losing revenues to errors and didn’t have any value-added services to offer our customers with these outdated processes. It was time for a change.”



*“We invested in Manhattan Associates because they invested in us. They took the time to make sure that our operations benefited from the implementation, and that our company will not outgrow this solution, but instead will grow with us as we expand. This is a partnership that has translated to real ‘dollars and cents’ benefits, and it is one that will continue to benefit us long into the future.”*

**Brant Osborne**  
 Director of Information Technology H & O Distribution, Inc.



Osborne realized those value added services were needed to increase the company’s customer base and provide H & O with a competitive advantage that set it apart during sales presentations. “Many of our customers examine five or more warehouse and logistics providers when they shop for services,” explained Osborne. “We needed that extra punch to stand out above the rest, and it seemed clear that tackling our operational requirements would likely resolve this challenge as well.”

### **Manhattan Solutions Chosen for Solid Reputation, Functionality and Flexibility**

At the start of the evaluation process, H & O “test drove” a solution that did not pass muster. But in the process, after test-driving an unworkable solution prior to this, Osborne and his team learned first-hand exactly what H & O required from a solutions provider. Their extensive research had produced a short list of companies to seriously explore. Ultimately, H & O selected Manhattan SCALE: Supply Chain Architected for Logistics Execution and Extended Enterprise Management to elevate its business operations and garner a competitive edge during the sales process.

“Manhattan Associates not only had the reputation as the Cadillac of the industry, it was the only company that could prove during the sales cycle it provided the built-in capabilities and configurability we needed,” said Osborne. “We also realized that not only are their solutions suited for the ‘Wal-Marts’ of the world, but they were an ideal match for our family-owned operation as well.”

The implementation process went very well for Osborne and H & O. “It couldn’t have gone more smoothly. Manhattan’s professional services team was able to deliver an easily configurable system that met all of our go-live dates and didn’t miss a beat with our daily operations as we moved through the various stages of implementation. I don’t believe we required more than a week of training, from the office to the warehouse personnel and managers—the entire process was tremendous. And we came in under budget.”

### **Manhattan Associates Helps H & O Drive Down Costs and Drive Up Sales**

Manhattan SCALE provided the advanced features and capabilities that H & O required to maximize efficiency of its overall supply chain and achieve its other business goals, such as improving inventory tracking accuracy and increasing sales goals. Gone are the clipboards and the Unix-based system—and myriad of work slowdowns and errors the antiquated systems generated. The company now has 95% of its workload running on Manhattan solutions and the benefits have paid off significantly.

“Manhattan has completely impacted our operations in a positive way. Our business processes are streamlined, the PC-based entries are more efficient and user friendly, and our staff appreciates the checks and balances inherent in the Manhattan system,” said Osborne. The most dramatic change for H & O has taken place on the warehouse floor. Forklift operators input inventory data on mounted computers, allowing the company to achieve nearly 100% accuracy and saving approximately \$20,000 in shipping errors annually.

Also impacting H & O’s bottom line is an increase in sales. The company spotlights its partnership with Manhattan Associates on its website and sales material, and has cited several instances where this has provided that “stand-out” factor that secured the sale. “The value proposition we now provide our clients is the ability to view and control their own inventory with a simple keystroke,” explained Osborne. “They can manipulate their information as easily as shopping online or downloading their favorite music.”

Not only does this capability translate into more sales revenues and satisfied customers, it has allowed H & O to increase employee confidence and efficiency. It takes fewer warehouse personnel to manage inventory, and as turnover naturally takes place, the staff has been streamlined to meet the inventory management needs. Office, sales and management staff have also been realigned to focus on more important core business issues, such as expansion and sales.

#### **Learn more about Manhattan Associates and our solutions:**

North and South America +1 877.596.9208 • Europe, the Middle East and Africa +44 (0)1344 318000  
 Asia Pacific +61 (0)2 9454 5400 • [www.manh.com](http://www.manh.com)

© 2013 Manhattan Associates, Inc. All rights reserved.