

Case study – CML Ltd.

CML Ltd. is a major third party logistics provider for well known brands such as Marks & Spencer, LK Bennett women's fashion, Dorma and Blacks Leisure. CML is also a major consolidator for suppliers of Marks & Spencer, Bhs and many other high street retail chains.

On top of the normal performance benchmarks required by customers, most potential customers will only consider moving their third party warehouse operation if they can access stock details on-line, so a big key CML requirement is visibility of stock and its status within the supply chain.

THE SCENARIO

With over 30 customers, sending timely reports can be a time-consuming process. Many of CML's customers have to make near-daily declarations of stock to the EDI systems of their customers and, to achieve this, they need real-time access to information to ensure that sufficient stock is available to meet contractual obligations.



Tim Hargrave, CML's Commercial Director, says, "We are custodians of stock for our customers. Our business is to help manage their businesses and deliver results. Our customers need to see this happening on a real time basis and, with the help and support of our technology partner, MACS Software, this is what sets us apart."

THE SOLUTION

Visibility is offered in a number of ways to different customers, depending on their requirements. The simplest form of visibility is the stock report. At the core of CML's operation is a highly functional and flexible MACS warehouse management system.

This is used to control various receipts, storage, picking, replenishment and despatch systems with the aid of rf hand held barcode scanners.

The MACS auto-reporting function allows CML to send a number of different reports as frequently as required – completely automatically, saving valuable staff time. The return on investment was virtually instant.

The i-MACS link through the CML web site provides each customer with a unique entry code to view their own stock, but not that belonging to others. They can see, for example, total stock, stock allocated to picks, free stock and the status of each order (whether it has been entered into the system, picked or despatched). In addition, being able to export locally the information into an Excel spreadsheet is an excellent tool for CML customers.



THE BENEFITS

i-MACS allows customers to:

- Place sales orders online
- Download bulk fulfilment orders
- Remove duplication of effort and avoid errors in transferring faxed or verbal orders into the system
- Reduce administration
- Make EDI stock declarations on-line
- Have complete visibility of warehouse activities

With an eye on the future, Tim Hargrave, Commercial Director, is confident that MACS Software will enable CML's system to become even more sophisticated. "We will continue to get slicker and respond to customer requirements, but also lead the way by incorporating our ideas and those of our partner, MACS Software, into one single, integrated supply chain solution."

For more information on i-MACS or any of our other products, please call the Sales team on +44 (0)1455 558 228 or email enquiries@macs-software.co.uk

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