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WMS Streamlining Operations

A Case Study on GEMAR USA Investment in a
Customized Warehouse Management
System.



■ About GEMAR USA



GEMAR USA, the distribution headquarters in the US for one of Europe's largest manufacturers of natural rubber latex balloons biodegradable, long-lasting, and ultra-resistant, faced significant operational challenges in managing its growing inventory and warehouse operations. In a bid to enhance efficiency, accuracy, and overall productivity, the company decided to invest in developing a custom Warehouse Management System (WMS). This case study explores the rationale behind the investment, the development process, and the impact of the WMS on GEMAR USA's daily operations.

Background ■

Founded in 2016, GEMAR USA has experienced consistent growth, leading to a gradual complexity in its warehouse operations. The challenges became apparent as manual processes and the utilization of various off-the-shelf software solutions proved to be inefficient and error-prone. This inefficiency not only impacted the order fulfillment process but also had negative repercussions on customer satisfaction and operational costs.

Recognizing the need for a more effective solution tailored to its unique operations, GEMAR USA entered into a strategic partnership with Sun Serenity Consulting as a technology solution provider and SGS Technologies as a solution developer. The objective was to create a customized Warehouse Management System (WMS) that could address the specific challenges faced by GEMAR USA.

The decision to opt for custom software, as opposed to off-the-shelf solutions, stemmed from GEMAR USA's desire for a solution intricately aligned with its business processes. Despite previous attempts with off-the-shelf options proving unsuccessful, GEMAR USA identified the potential benefits of a cutting-edge, tailor-made solution:

01

Tailored to Specific Needs:

Custom software is designed exclusively to cater to the unique needs and requirements of GEMAR USA, aligning seamlessly with its established business practices.

02

Scalability and Flexibility:

The custom WMS is crafted to scale effortlessly with the company's growth and adapt to evolving operational needs, ensuring sustained efficiency.

03

Competitive Advantage:

GEMAR USA gains a competitive edge by incorporating unique features and capabilities into its custom software, setting it apart from competitors in the industry.

04

Greater Integration Capabilities:

The custom WMS seamlessly integrates with GEMAR USA's existing systems, fostering enhanced cohesion and efficiency across the entire operational framework.

05

Cost-Effectiveness in the Long Run:

Despite potentially longer development times, the custom solution promises a return on investment (ROI) within 12-18 months, coupled with additional metrics measuring operational effectiveness and heightened customer satisfaction.

In summary, the decision to invest in a custom Warehouse Management System reflects GEMAR USA's commitment to overcoming operational challenges, fostering scalability, gaining a competitive advantage, and ensuring long-term cost-effectiveness. This case study will delve into the development process, implementation, and the tangible impacts of this strategic decision on GEMAR USA's overall business performance.

Objectives of the WMS Development

- **Enhance Operational Efficiency:** Streamline warehouse processes to minimize manual errors, reduce delays, and optimize overall efficiency, fostering a more agile and responsive operational environment.
- **Real-time Inventory Visibility:** Implement a system that provides accurate, real-time visibility into inventory levels, enabling proactive decision-making, efficient supply chain management, and preventing stockouts for improved inventory control.
- **Order Accuracy:** Elevate order picking and packing accuracy to new heights, thereby minimizing errors in fulfillment processes and enhancing customer satisfaction through consistently accurate and reliable order deliveries.
- **Scalability:** Develop a flexible and scalable system capable of seamlessly adapting to the company's growth trajectory, accommodating surges in inventory and order volumes while maintaining operational effectiveness.
- **Cost Savings:** Identify and capitalize on opportunities for cost savings through the strategic implementation of automation and optimization measures within warehouse processes, ensuring a more resource-efficient and cost-effective operation.
- **Customer Satisfaction:** Increase customer satisfaction levels by introducing order tracking and verification functionalities, offering enhanced order status monitoring for customers, and fostering transparent communication throughout the order fulfillment process. The goal is to create a positive customer experience from order placement to delivery.



Development and Implementation Process



1. Needs Assessment: Sun Serenity Consulting collaborated closely with the GEMAR USA team to conduct a thorough analysis of existing processes. Through in-depth interviews, process walkthroughs, and the application of Six Sigma tools, the team identified pain points and defined specific requirements, assumptions, risks, and opportunities for the Warehouse Management System (WMS). This phase aimed not only to provide a technological solution but also to enhance operations by reducing waste and inefficiencies.

2. Vendor Selection: After a meticulous evaluation of various options, GEMAR USA strategically chose SGS Technologies as its software development partner, leveraging their two-decade expertise in custom software development, particularly in Warehouse Management Systems. Additionally, GEMAR USA selected Mettler Toledo and Zebra as hardware device providers for the warehouse. This careful selection ensured a cohesive and comprehensive solution.

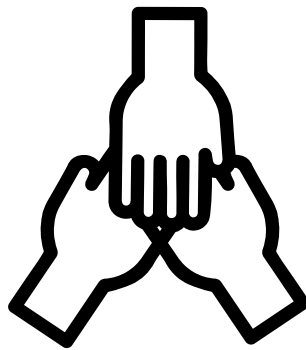
3. Customization: The Warehouse Management System and operational processes underwent meticulous customization to align seamlessly with the unique needs of GEMAR USA and its clients. Features such as barcode scanning, real-time tracking, weight validation, paperless order processing and dispatch, and integration with the existing e-commerce platform were incorporated. This resulted in a fully integrated, custom-made solution that not only met technological requirements but also enhanced overall operational efficiency.

4. Development, Testing, and Iteration: While the majority of the discovery phase and requirement gathering were completed before the development phase, an Agile structure was adopted for ongoing review and solution improvement. Collaborative workshops, weekly meetings, and solution review sessions ensured continuous feedback. The SGS Team executed a rigorous Quality Assurance (QA) plan during the testing phase, followed by User Acceptance Testing (UAT) involving Sun Serenity Consulting and GEMAR USA teams. The solution was finalized and implemented after thorough data migration and training processes.

5. Implementation: The WMS was gradually implemented with a phased approach, accompanied by comprehensive training sessions for warehouse staff. This meticulous implementation strategy aimed to ensure a smooth transition, allowing the workforce to seamlessly adapt to the new system while minimizing disruptions to daily operations.



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■ Conclusion

In the pursuit of operational excellence and sustainable growth, GEMAR USA's strategic investment in a custom Warehouse Management System (WMS) has proven transformative. The collaborative effort between GEMAR USA, Sun Serenity Consulting, and SGS Technologies has resulted in a tailored solution that not only addressed specific pain points but also elevated the company's overall operational efficiency.

The needs assessment phase, marked by meticulous analysis and Six Sigma tools application, laid the groundwork for a comprehensive understanding of existing challenges and opportunities. GEMAR USA's astute vendor selection, opting for the seasoned expertise of SGS Technologies and reputable hardware providers, set the stage for a robust and cohesive solution.

This case study stands as a testament to the transformative power of custom solutions, demonstrating how a strategic blend of technology, collaboration, and tailored innovation can propel a small business to new heights of competitiveness and customer satisfaction. GEMAR USA's journey serves as an inspiration for businesses seeking to navigate the complexities of modern operations with precision and foresight.

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