

ELEVATING EXCELLENCE

Damensch Optimizes Warehouse Management with Increff



Industry
FASHION AND APPAREL



Solution
**INCREFF WAREHOUSE
MANAGEMENT SYSTEM (WMS)**

- **99.997% inventory accuracy**
- **100% order fulfillment within SLA**
- **~25% ↓ warehouse and fulfillment costs**
- **~85% ↓ human intervention**

Damensch, founded in 2018, quickly established itself as a leading menswear brand renowned for its premium, trendy, and sustainable collections. They capture a significant market share operating through various distribution channels, including its own website and major e-commerce platforms. However, the brand faced several challenges related to inventory management and order fulfillment due to limitations with its legacy Warehouse Management System (WMS).

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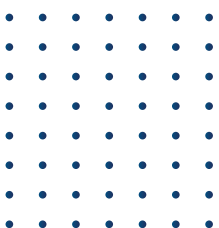
Business Challenge

- **Limited scalability** due to the legacy WMS focusing only on B2C orders hindered expansion into the General Trade (GT) business.
- **Low inventory accuracy** and tracking issues led to inefficiencies in order fulfillment and inventory discrepancies.
- **Delays in inventory order synchronization** resulted in buffer inventory costs and liquidation losses.
- **Operational disruptions** affected day-to-day operations and SLA adherence, impacting customer satisfaction.
- **Lack of essential operational features** in the existing WMS like SKU-picklist management, option-wise bulk order processing, creation of physical bundles, and e-invoicing capabilities hindered workflow optimization and scalability.
- **Excessive supervision and manual processes** indicated underlying productivity issues, hindering scalability.



Damensch, facing challenges in their retail operations, sought a dependable tech partner to revamp their warehouse processes. They turned to Increff, recognizing their expertise in streamlining inventory management and operational efficiency.

By leveraging Increff's solutions, Damensch aimed to expedite order processing and minimize turnaround time, thus enhancing customer satisfaction and bolstering business performance.





Increff's Approach

Increff implemented its Gartner-recognized, easy-to-use, cloud-hosted WMS solution tailored to Damensch's needs. The key features that were incorporated included:

- Serialized inventory and scan-based operations for accuracy
- Live inventory visibility for partial GRN completion
- Uninterrupted operations during cycle counts
- Dynamic picklists for efficient order prioritization
- Various picking methods, including order, cluster, and batch picking
- Box-in, box-out, cross-dock capabilities
- Sorting and consolidating orders for large-scale e-commerce operations
- Prioritized order picking to meet SLAs
- Enhanced return management with video capturing
- Multichannel operations for B2C picking
- Single platform for both B2B and B2C orders
- Suggestions for optimizing B2B order fulfillment
- Comprehensive audit logs for tracking warehouse activities
- Virtual Combos, manufacture on-demand inventory management
- Customizable e-invoicing templates
- Customer support panel for managing webshop orders

Benefits

The implementation of Increff WMS brought about a transformative shift in the supply chain dynamics, effectively balancing customer demand, availability, and supply.

This successful integration yielded:

- Reduced turnaround time
- Decreased order processing time
- Real-time inventory synchronization
- Heightened order fulfillment accuracy
- Diminished need for human supervision
- Elevated customer satisfaction levels





Impact Delivered



~1.2 M
million inventory holding
with 99.997% accuracy



Zero
buffer requirement



~0.25 M
million orders processed
per month with 100%
fulfillment within SLA



25%
reduction in B2B order
processing time



22-25%
reduction of warehouse
and fulfillment costs



<15
seconds real-time
sync



85%
decrease in supervision
human intervention



"Increff's WMS has proven to be instrumental in our operations, ensuring impeccable inventory accuracy and timely order fulfillment. Their customized approach streamlined processes across our diverse business models, greatly improving our operational flexibility and efficiency beyond our expectations. Their unwavering commitment solidified them as a trusted partner. With Increff's support, we effectively streamline our operations to achieve success."



Watch the complete
testimonial

Abhimanyu Singh, VP of Products, Damensch

About Increff

Increff is a retail SaaS company solving complex inventory management and supply chain challenges. Over **700** global retail brands believe in our end-to-end merchandising and omnichannel inventory management solutions. We empower retailers to enable automated decision-making, bring accuracy to processes, drive sustainable retailing, and achieve incredible efficiency.

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AND MANY MORE