

# Stepping into the world of incredible efficiency with Increff

Established in 2019 by Landmark Group, STYLI is the Saudi e-commerce getaway for trendy, carefree fashion. It offers more than 25,000 styles and over 50 world-class brands, from across the globe, for men and women under multiple categories such as sportswear, casualwear, classics, and more.



## Business Challenge

With the rapid explosion in e-commerce sales, STYLI was experiencing a high demand for faster order fulfillment (just within 24 hours). They were challenged to serve this growing demand, while also managing massive order surges, especially during the festive season sale.

The brand required an easy-to-implement, agile, and flexible warehouse management solution that would reduce manpower dependency and maximize the efficiency of warehouse operations including faster picking and fulfillment within the committed promise to ship time.

## The Increff Solution

STYLI partnered with Increff to implement its Gartner-recognized Warehouse Management System (WMS) to



Improve order fulfillment speed and accuracy



Enhance picking & packing productivity



Resolve the mismatch of physical and digital inventory



Optimize space utilization

## Solution Benefits

Our new-age, cloud-based WMS solution facilitates real-time inventory-order sync to allow even the last piece of inventory to be exposed. Additionally, no buffer stock is required as stock levels adjust in real-time (between 15-30 seconds).

Serialization guarantees optimum space utilization, inventory-order accuracy, higher picking efficiency, faster order processing for effortless end-to-end warehousing, and higher customer satisfaction. The system also facilitates strategic decision-making regarding e-commerce order fulfillment and scalability, along with bringing accuracy and flexibility by enabling:



Order prioritization based on TAT and channel type



A single view of inventory across all sales channels



Bin-level accuracy for inventory management



Easy and accurate returns management & reconciliation



First-in-First-out (FIFO) technique

## The Impact

Increff WMS transformed the supply chain to struck the right balance between customer demand, availability, & supply, to enable STYLI to execute warehouse operations more efficiently. This resulted in:

### Business



Orders fulfilled within SLA - **99.97%**



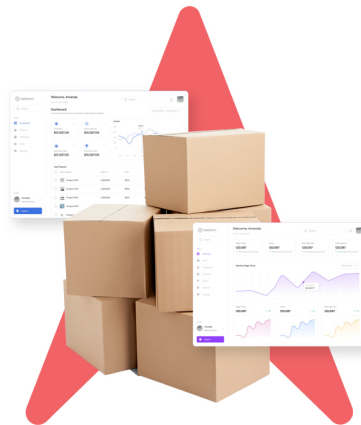
Average order dispatch time - **13Hrs**



Order fulfillment accuracy - **~99.8%**



Inventory accuracy at bin level - **~99.5%**



### Productivity



GRN: **250** per person per hour



Packing: **180** per person per hour



Picking: **165** per person per hour



**~2.5 hrs** to process returns once received in warehouse

## Meeting the skyrocketing demand, profitably and efficiently

"We have been using Increff for the last 4+ years and have had a highly satisfactory engagement with them in terms of order fulfillment accuracy, stock accuracy, and overall Warehouse efficiency. We are very happy with Increff as despite low MOQ and low size level stock it operates at 99.9+% order fulfillment accuracy." – Nirmal Jain, Chief Executive Officer

## About Increff

Increff is a retail SaaS company solving complex inventory management & supply chain challenges. Over 200+ 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.



And many more