



GlobalBees

Revolutionizing Supply Chain Operations: **INCREFF X GLOBALBEES**

GlobalBees is one of the leading e-commerce aggregators in India with a portfolio of **55+ D2C brands**. They offer end-to-end support to D2C brands by:

- Partnering with brands to optimize their sales strategies across multiple channels
- Managing brand presence on various marketplaces and their own direct-to-consumer domains
- Providing a robust nationwide logistics and inventory management infrastructure

At a critical growth juncture, GlobalBees was expanding its warehouse network from **3** to **25** warehouses, strategically positioned across 40+ cities nationwide.

This ambitious expansion aimed to establish a warehouse in every state, creating an unprecedented nationwide fulfillment network.



BIG GROWTH MANDATES FOR GLOBALBEES

The magnitude of GB's transformation was significant:

01

Expanding from a limited regional presence to a comprehensive national network

02

Aiming to expose inventory across multiple marketplaces to maximize sales potential—Amazon, Flipkart, Myntra, AJIO, Nykaa, Meesho, Cred, and more

03

Managing a complex, multi-channel retail ecosystem with increasing operational complexity

KEY CHALLENGES

The brand faced three critical operational challenges:

Order Processing Inefficiency

- Struggling with low inventory accuracy
- Significant delays in order processing
- Estimated accuracy rates below **70%**, leading to potential lost sales and customer dissatisfaction

Service Level Agreement (SLA) Compliance

- Consistently failing to meet established fulfillment rate benchmarks
- Lower than industry-standard fulfillment rates
- Risking potential marketplace penalties and customer trust erosion

Scalability and Operational Complexity

- Limited capability to handle diverse inventory, including perishable and high-value items
- Manual processes leading to increased operational errors
- Insufficient system infrastructure to support rapid expansion



BUILDING A CUSTOM SOLUTION ARCHITECTURE

Recognizing the critical nature of these challenges, we at Increff offered a unique blend of advanced and customized solutions. We deployed a comprehensive solution integrating **Warehouse Management System (WMS)**, **Order Management System (OMS)** and **Cloud Warehousing as a Service (CWAS)** that changed the game for GlobalBees.

WAREHOUSING MANAGEMENT SYSTEM (WMS)

- **★ Unique Inventory Tracking:** Unique, serialized IDs for every item enabled complete traceability and minimized errors.
- **Dynamic Picklists:** Automated sequential picklists improved picking efficiency and eliminated manual decision-making. This accelerated order processing, reducing dispatch cycles by 50%.
- **★ Virtual Bundling:** Improved cross-sell opportunities and met shipping deadlines efficiently.
- **GRN Completion:** Exposed inward inventory to marketplaces instantly, reducing delays.
- **Multichannel Operations:** Synchronized inventory across 20+ marketplaces to prevent overselling and stockouts.
- **Cycle Counting:** Real-time checks maintained bin-level accuracy and reduced discrepancies.
- **Returns Management:** Streamlined processes with 100% scan-based operations and comprehensive audit logs.

ORDER MANAGEMENT SYSTEM (OMS)

- **★ Seamless Channel Integration:** Connected ERPs, POS systems, marketplaces, and logistics aggregators, ensuring data flow within **5-10 seconds**.
- **Unified Inventory Visibility:** Consolidated inventory for multi-channel operations, reducing the risk of stockouts.
- **Cross-Docking and Direct Shipping:** Enabled faster fulfillment by bypassing traditional storage processes.
- **OMS Synchronization:** Achieved less than **5-10 seconds** to complete inventory-order sync across multiple channels.
- **Shared Inventory:** Fulfillment from both warehouses and stores, ensuring maximum efficiency.
- **★ Amazon self-ship customization:** Created an advanced customization for invoicing and delivery on Amazon
- **★ Expiry Management:** FIFO and FEFO techniques reduced wastage for perishables.



CLOUD WAREHOUSING AS A SERVICE (CWAS)

- **Expansion** from **3** to **25** warehouses across **20+** cities
- **GlobalBees'** end-to-end warehouse management
- **Contract and negotiation handling** with **3PL** providers like Holisol, TCI, and Expressbees to streamline logistical tasks.
- **Warehouse space** allocation and setup

Additionally, we created enhanced personalized dashboards and reports for contextual visibility and analytics.

TRANSFORMATIVE IMPACT

99.9%

Bin-level accuracy with **zero** buffer inventory during peak seasons

99.95%

SLA adherence with **zero** breaches

60%

Order processing time reduction, from **~24-36** hours to **~12-16** hours

From record-breaking volumes to significant reductions in costs and operational timelines, the results achieved were remarkable. Our solutions empowered GlobalBees to set new benchmarks in efficiency and scalability:

Inventory Accuracy

- 99.9% bin-level accuracy with zero buffer inventory even during peak seasons
- 100% unified inventory visibility across all marketplaces
- Real-time inventory tracking across all 25 warehouses

Fulfillment Performance

- Managed over 40,000 orders per day during peak seasons
- 99.95% SLA adherence with zero breaches
- Reduced order processing time by 60%, down to 12-16 hours
- 50% reduction in order dispatch cycles
- Eliminated marketplace penalty risks



Warehouse Optimization

- 115% increase in picking productivity per person in 15-minute intervals
- 50% increase in packing productivity per person in 15-minute intervals
- Increased warehouse space utilization significantly

Business Efficiency

- 25% reduction in logistics costs
- Lowered cancellation and return rates
- Created a flexible, future-proof operational infrastructure
- Supported rapid expansion to 25 warehouses and enabled consistent performance across 40+ cities

TESTIMONIAL



"Increff's WMS and OMS have been instrumental in transforming our operations. Their solutions enabled us to scale rapidly, enhance inventory accuracy, and significantly reduce logistics costs. Partnering with Increff has been a game-changer for GlobalBees."

Venkatesh SS, Executive Vice President Operations GlobalBees



[Watch the complete testimonial](#)

CONCLUSION

The partnership between Increff and GlobalBees demonstrates how advanced technology can revolutionize supply chain management. By achieving 99.5% SLA adherence, reducing logistics costs by 25%, and optimizing warehouse operations, Increff proved to be a pivotal enabler of growth and efficiency.

Ready to redefine your supply chain? Partner with Increff today.