

# GFW Limited Achieve Significant Business Growth With Dexterity WMS

Since implementing Dexterity WMS for Sage 200, GFW Limited, a furniture distributor based in Lancashire, have been able to increase stock within their warehouse, improve accuracy and win new business with major customers as a result of their ability to accurately and quickly ship goods to end users. Following the initial implementation of the Dexterity WMS solution, GFW began to see the benefits of the system almost immediately and after 6 months, they were able to increase warehouse capacity by 45-50% and daily order throughput increased by 15%.

## The Motivation

When GFW moved premises to a much larger facility, it became obvious that their existing Sage 50 ERP and bespoke development to help manage stock, wouldn't be sufficient to help them grow their business and keep up with demand. On making the decision to upgrade to Sage 200, Jon Ponsonby, Director at GFW, began searching for a solution to fulfil their current and future business needs

Growing their business would mean supplying into large online furniture retailers, as well as the high street. GFW Limited would need to be able to deal with multiple sales and distribution channels when processing orders on a day to day basis, which meant that finding a stock management solution that could handle complex despatch rules, as well as providing full accuracy and efficiency benefits, was paramount.

## The Dexterity Solution

Every business has different rules and methods within the warehouse that they prefer to use. Although all installations of Dexterity WMS contain the same basic WMS processes, the way each process is undertaken varies slightly from project to project.



*"This month has been our busiest month on record! This is something that just wouldn't have been possible without the Dexterity WMS solution, and to be honest I don't think we've seen the biggest benefits the system will bring yet, so I'm confident about the future!" - Jon Ponsonby, Director at GFW Limited.*

The part of the GFW Limited project, which differentiates it dramatically from other Dexterity WMS customers, is the requirement to print a carrier label and delivery note at the point of picking.

The reason for this specific requirement is largely due to the nature of supplying online retailers. Couriers are selected for different orders based on weight, delivery location, etc. and to get the best pricing possible, any one of around 10 couriers could be delivering the item. To make the process even more complicated, different couriers use different sizes of despatch label and

different label templates and layouts, so a multi-carrier label printing solution was devised within Dexterity WMS, taking the individual carrier requirements into account when the data is taken from Dexterity and creating a PDF to send to the printers.

*"The 'Print To Pick' functionality within Dexterity WMS has provided us with huge benefits and an advantage over our competitors. Regardless of which carriers our customers use or how they need their goods shipping out, the Dexterity solution can handle it quickly and accurately."*

explains Jon Ponsonby, Director at GFW Limited.

At GFW, mobile printers are used to allow warehouse operatives to print carrier labels and despatch note at the point of picking. This eliminates labelling errors and reduces the overall time taken to despatch an order, by removing the need to take the items back to a fixed position printer or pre-print the labels and match up them to the correct item.

## About GFW Limited

Established in 2009, GFW Limited provide online and high street retailers with bedsteads, living room and bedroom furniture and storage. From their large warehouse in Blackburn, Lancashire, they ship products UK wide via a multitude of different carriers on a daily basis.

For more information on Dexterity WMS, contact Jim Southern, our warehouse management specialist on 01200 441977.