**SUCCESS STORY**

**SUPREME**
**I M P O R T S**

# Supreme Imports achieve 99.5% accuracy with Dexterity WMS

Before Supreme Imports implemented an automated warehouse management system, they experienced daily picking errors and found inventory checks to be only 60-70% accurate. There was no system in place to monitor receiving or shipping of goods, and stock locations were stored purely in the memories of the warehouse staff. The issue came to a head when Supreme were finding up to 40 picking errors per day, most of which related to customer complaints about the wrong product or quantity being delivered.

## The Result

The Dexterity WMS project initially went live in November 2005 and since then traceability in the warehouse and stock takes are now 99.5% accurate. More importantly for Supreme and its customers, zero picking errors have been recorded.

Due to the previous lack of a warehouse management system, Supreme were unable to stock the warehouse to full capacity, which limited the range of products they could supply in a highly competitive market. Now with Dexterity WMS, Supreme are able to stock a full range of products and as a result their business has grown into the multi-million pound company it is today.

## The Science Bit

The main benefit of the WMS at Supreme is the elimination of human input and therefore human error. The warehouse management system effectively runs the whole warehouse, from receiving goods, through picking, checking and finally shipping. Handheld data capture terminals linked to the main system via RF and Cisco wireless access points allow operators complete freedom to work anywhere in the warehouse.



*"Dexterity WMS is our warehouse. The WMS installed by Barcode-IT has enabled us to become more competitive in the marketplace and without it we might not be here today"* - Wayne Jones, Warehouse Manager at Supreme Imports.

*"The system has completely revolutionised our warehouse. we are now able to stock many different product lines and the warehouse is always stocked to full capacity"* says Wayne Jones.

Another important element of the WMS is its ability to control stock levels and replenish stock when necessary. As stock can automatically be ordered when required, stock outs have been almost completely eliminated and if there is a delay in getting the stock, managers can be kept up to date with automatically generated e-mails sent by Dexterity.

A common problem before the WMS was installed was reservation of stock. If a customer had reserved a certain product, there was no way of communicating this to the pick staff in the warehouse. Therefore, customers who had reserved stock were often disappointed when it came to shipping, as goods had already been picked for fulfil other orders. Now the WMS totally controls sending out stock and problems with reserved stock being re-sold are eliminated, resulting in increased customer satisfaction.

Before shipping the system generates a barcode label, which is applied to the goods being sent out to customers. Previously labels were written by hand, which meant contact details were often written incorrectly and therefore shipping errors occurred.

Dexterity now printers thermal transfer labels using a Datamax printer, which include the correct shipping and product information.

## How It Started

Barcode-IT were originally introduced to Supreme Imports through Supreme's existing Sage Line 100 provider. After a site visit to view a comparable warehouse management system that Barcode-IT had installed at Jacobs Bakery, Supreme felt that Barcode-Its previous experience in WMS, coupled with their good value for money made them the best partner for the project.

Supreme Imports are the largest battery and recordable media distributors in the UK, selling over 180 million battery cells each year. Supreme Imports was established in 1970 and their distribution depot is based in Trafford Park, Manchester. They offer a full range of branded batteries, photographic film and recording media from industry giants like Duracell, Panasonic, Sony and Samsung.

Supreme Imports are currently looking to upgrade their Dexterity solution to the latest version 3 software, to take advantage of the latest developments in the software to ensure that the WMS continues to support their rapidly growing business into the future.

**www.barcode-it.co.uk**