CONTAX

bentley

CUSTOMER NAME:
Bentley and Company Ltd.

INDUSTRY:
Consumer Products

DESCRIPTION:
Bentley is the largest retailer of everyday and travel essentials across Canada. They offer more than 160 stores covering each of the Canadian provinces.

THE CHALLENGE
With an increase in e-commerce ordering, and increasing logistics prices, Bentley was looking for a more cost effective way to fulfill these orders.

THE SOLUTION
To facilitate regionalizing their distribution and having a network of 160 stores, orders were routed to the store level to fulfill. A custom ABAP solution was developed to facilitate the store level process

THE RESULTS
With a straightforward application, the stores can now fulfill orders easily, saving Bentley hundreds of thousands of dollars a year in shipping costs.

SAP ABAP

BENTLEY REDUCES THEIR SHIPPING COST BY UTILIZING LOCAL STORES IN THE DISTRIBUTION PROCESS

As online shopping became more prevalent during the COVID-19 pandemic, many stores had to act quickly to pivot and keep up with their changing demand. With freight costs on the rise, Bentley sought a more regionalized approach to their distribution.

With stores across the country that stocked the same product being sold online, they came up with a plan to utilize the stores, and store employees to act as regional distribution centres to process and ship local orders.

The Challenge

With the business need clear, Bentley needed a systematic way to manage this new process. This would require a decision engine to determine which store would ship out which order, ensuring they could still maintain a short fulfillment window. It wasn't just a matter of allocating an order to a store to fulfill, it also required stock checks, and a waiting period after which the order was given to a different store to fulfill. This would ensure that customers would always get their products delivered quickly.

It also required a simple and integrated user interface that the store level employees could utilize to process each order. Bentley was already using an SAP Back Office system, so adding an extra screen for the employees seemed the logical choice. It needed to be simple though so that there were few options and it wasn't cumbersome to use.

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The Solution

A set of custom tables were created which would drive the logic for determining which store would get which order taking into account location of the end customer and store hours. Utilizing the forward sortation area (first 3 characters of a postal code), the stores became responsible for a certain geographical region. Most regions had a second and third store as well that were still within close proximity.

Based on availability and location, a store was allocated an order. If no store could fulfill the order, then it went to one of the DC's which had stock for fulfillment.

The associates at the store can pull up their orders to be fulfilled on the screen, pick and pack the item, and print a label directly from a label printer in the store. This label integrated with the carriers and included all of the necessary tracking information.

If they can't fulfill the order, it goes to the next closest store to the end customer.

"With the implementation of the Ship From Store Solution from CONTAX, Bentley was not only able to reduce shipping costs but also shipping time to online customers.

What sets CONTAX apart is their understanding of their clients' needs and the support they provide during the entire process."

- Tony De Luca CPA, Director of IT and Business Optimization

The Results

With the solution in place, Bentley now has a localized distribution network utilizing it's already existing stores. They no longer have to pay expensive cross-country freight costs, and are utilizing their existing workforce to manage their boost in e-commerce orders.

They have failsafe measure in place to ensure the responsibility of fulfillment is passed along to another store as needed, and monitoring in place to ensure no orders are neglected.

With a simple and easy to use UI, the employees are able to print their label, and update the system with only a few clicks.

Bentley estimates that they will have material savings per year on logistics costs all while providing their customers with a quicker turnaround on their orders.

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