

# What do these retailers have in common?

They all lean on LogFire for supply chain expertise.



# LogFire

## A New Kind of Supply Chain Partner

LogFire provides supply chain software and services for retail and consumer goods companies across the globe. Whether you are seeking to purchase, implement, maintain or optimize a warehouse management system (WMS), LogFire has the functional, technical and operational experience you need to help you exceed your goals.

We don't expect you to just take our word on it however! We encourage you to take a minute to meet some of our customers and experience how LogFire has worked for them.

# The Home Depot

The Home Depot (NYSE: HD) is the world's largest home improvement specialty retailer, with 2,246 retail stores in all 50 states, the District of Columbia, Puerto Rico, U.S. Virgin Islands, Guam, Canada, Mexico and China. Each store stocks 35,000 products and makes 250,000 more available via special order services. To manage its vast inventory across the US, The Home Depot established 19 Rapid Deployment Centers (RDCs). In order to get these centers up and running as efficiently as possible, the company called upon LogFire. In 2009, LogFire supported the launch of The Home Depot's first fully mechanized RDC by offering WMS system configuration, testing, go-live, and post go-live support.

The success of the initial implementation paved the way for eight more fully mechanized RDCs within the year. And, the remaining RDCs were brought online in 2010. The new network has enabled The Home Depot to increase on time delivery from 64.9 percent to 96.1 percent and raise SKU accuracy from 98.2 percent to 99.7 percent.

Today, as a certified Home Depot vendor, LogFire continues to support daily operations at the company's domestic RDCs. LogFire is also helping The Home Depot bring four new RDCs online in Canada and assisting the company with an upgrade of their warehouse management system provided by Manhattan Associates.

# Macy's

Macy's (NYSE: M) is one of the nation's premier retailers. The company operates more than 850 department stores in 45 states, the District of Columbia, Guam and Puerto Rico under the names of Macy's and Bloomingdale's, as well as the macys.com and bloomingdales.com websites.

In 2008, the company launched a localization effort meant to ensure that customers surrounding each Macy's store can find merchandise assortments and shopping experiences custom tailored to their specific needs. This effort in combination with the explosive growth of macys.com and bloomingdales.com meant that Macy's needed to expand and modernize their existing distribution structure.

Macy's decided to build two new, fully mechanized facilities, one in Portland, TN and another in Goodyear, AZ. The company tapped LogFire to assist them with the launch of the new facilities. A team with extensive retail and .com expertise was quickly assembled and enabled Macy's to achieve two successful WMS go-lives by providing integration testing and planning, go-live support, and configuration execution and management.

Since the go-lives, Internet sales have continued to boom for Macy's and Bloomingdale's. In the first 10 months of fiscal 2010, online sales were up by about 29 percent compared with the same period last year. This, according to the retailer, is on top of growth of about 20 percent in 2009. To keep pace with the demand, the 600,000-square-foot Portland facility is currently being expanded by 374,000 square feet. The company also announced that it will build a major new fulfillment center in Berkeley County, WV. Construction is expected to begin in spring 2011.

In the interim, LogFire is assisting Macy's with an upgrade of their warehouse management system provided by Manhattan Associates. The company is expected to go live on the 2010 version in late 2011.

# Hot Topic

To keep ahead of its competition, Hot Topic (NASDAQ: HOTT), one of the largest teen-oriented retailers in the world, must keep its inventory fresh. In order to do so, they have to consistently introduce new stock, but this can be difficult to do when you operate small stores with little room for backstock. When the company realized their supply chain couldn't keep the shelves stocked, they turned to LogFire for advice.

LogFire helped Hot Topic upgrade its warehouse management system (WMS) provided by Manhattan Associates and at the same time implemented true flow through functionality within the company's retail distribution center. As a result of the new functionality, goods now travel in an unbroken sequence without any down time from receiving to shipping – many items don't even spend a single night in the warehouse.

Upon going live, Hot Topic was able to ship over one million items through their retail DC within the first week. The company is now focused on upgrading the WMS used in their .com facility and growing their productivity levels across each DC.



Ready to see

what LogFire can do for you?

Contact us

for a **free value** assessment today.

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