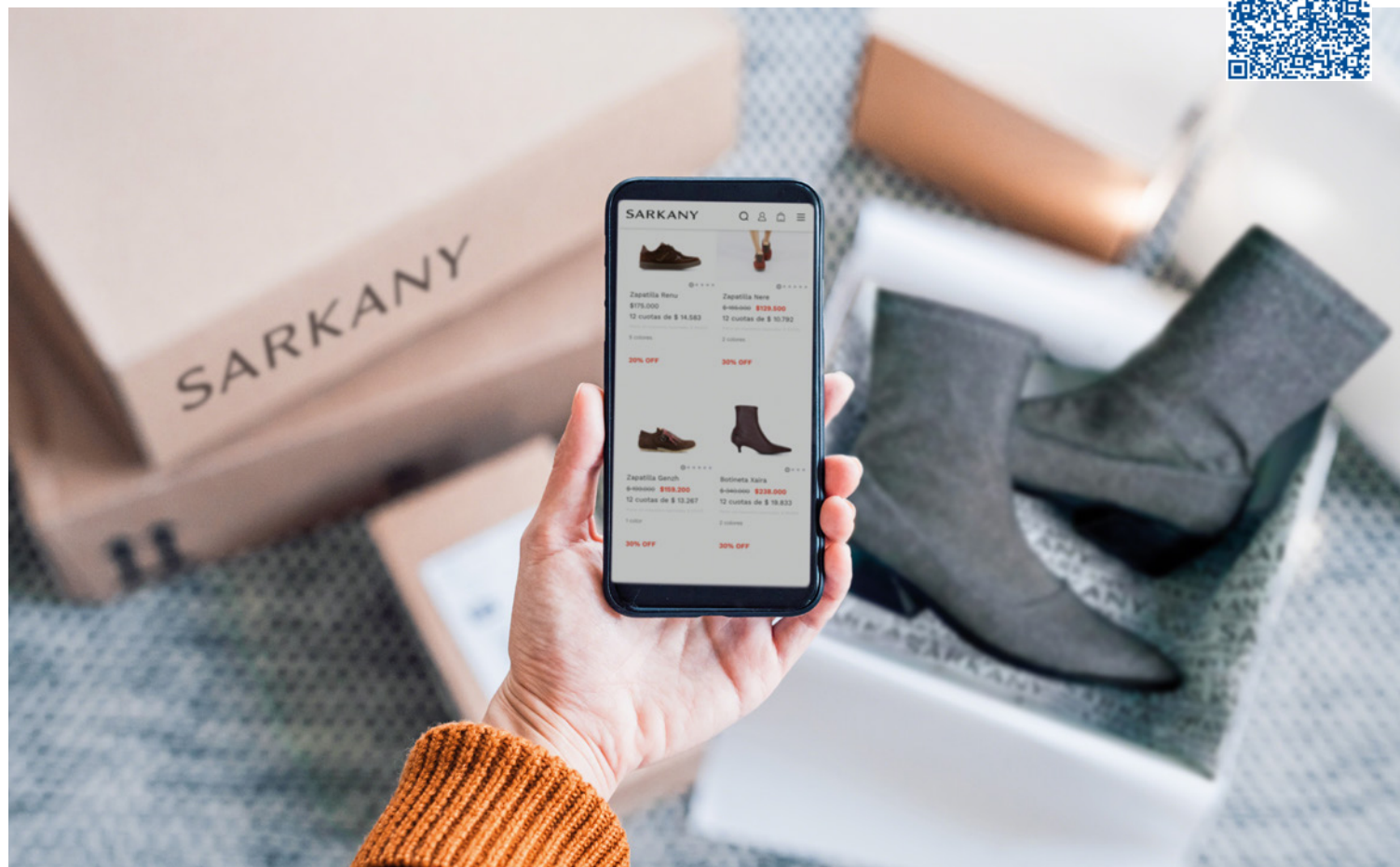


A 34.6% increase in omnichannel picking productivity

Footwear brand Sarkany streamlines and optimizes daily order fulfillment and shipping with Easy WMS.

Country: **Argentina** | Sector: **textiles & fashion accessories**



SARKANY

CHALLENGES

- Adapt logistics operations to three sales channels: retail, e-commerce, and wholesale.
- Achieve more precise control over its SKUs.
- Boost efficiency in all logistics processes to enhance customer satisfaction.

SOLUTIONS

- Easy WMS warehouse management system.
- Multi-Carrier Shipping Software.

BENEFITS

- 34.6% increase in daily orders fulfilled.
- 50% reduction in inventory discrepancies recorded.
- Error rate lowered rate from 7% to under 2%.

Sarkany is a top Argentine footwear company with international brand recognition. It designs, manufactures, and sells men's and women's shoes as well as clothing, accessories, and fragrances. With a global presence through its online store, it collaborates with top designers to strengthen its position in the luxury market.

» **Founded: 1985**

» **Exclusive stores: 60+ across South America**

Sarkany has integrated Mecalux's Easy WMS warehouse management system in its Buenos Aires logistics center to optimize the supply of its three sales channels: retail, e-commerce, and wholesale.

"We were looking for a flexible and scalable software solution that would enable us to oversee our three sales channels efficiently from a single platform. We wanted to gain full control over stored SKUs and elevate the

level of service we provide to our customers in Argentina, Uruguay, Chile, and Miami," says Sarkany's Operations Manager.

Digitalization has optimized several areas of Sarkany's logistics processes, particularly inventory control, where recorded discrepancies have decreased by 50%. "Before implementing Easy WMS, our logistics operations lacked inventory traceability and visibility. We'd been running everything with the company's ERP software, which had its limitations for such a critical area."

The fashion brand has also seen significant advancements in order processing. It can now ship 34.6% more products than before. "Picking is faster and more organized, and we have full control over the order flow across all our sales channels. This has optimized our processes and improved customer service," says the Operations Manager.

Streamlined omnichannel logistics operations

Most of Sarkany's physical stores are in the province of Buenos Aires, but its wholesale customers are located throughout the rest of the country. This model requires efficient, well-organized logistics processes that meet the needs of all its channels, including e-commerce.

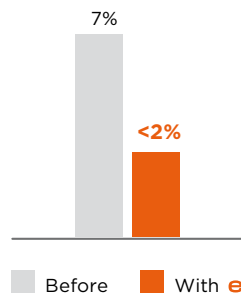
Easy WMS manages all of Sarkany's logistics operations, from order receipt to shipment. "As a fashion company, we operate in seasonal sales cycles, which means a high daily turnover of suppliers. With the help of Easy WMS, we handle goods receipt, perform cross-docking, store products in picking area, and process orders without issues. Then, the warehouse pickers fill orders, and the packaging and loading team completes the process," says the Operations Manager.

Mecalux's Easy WMS also supervises the locations of the stored SKUs. "Our warehouse is organized by product categories. Footwear is stored on the first floor, while clothing, bags, premium accessories, and outlet inventory

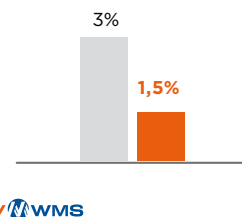
The Mecalux software manages a wide variety of Sarkany products. Footwear is stored on the first floor, while clothing, bags, accessories, and discounted inventory are kept on the second

With Easy WMS, Sarkany has increased efficiency in all its logistics processes

DAILY ERROR RATE



DAILY INVENTORY DISCREPANCY RATE



Order packaging and labeling

Multi-Carrier Shipping Software organizes packing and labeling to streamline order distribution. This Easy WMS capability optimizes shipments by integrating with delivery agencies, providing them with the necessary documentation. “The module has been key in ensuring the traceability of each order and its contents, which wasn’t possible before. We now coordinate with SHIPNOW, the agency responsible for distributing our online orders, to manage package codes and tracking numbers.”



are kept on the second. On the upper levels of the racking, we house pallets with footwear to replenish the picking area,” says the Operations Manager.

Regarding the orders fulfilled and shipped daily, the company says: “We receive picking orders through the connection between our ERP and order management system. The average number of lines per order varies depending on the sales channel. For online orders, it’s 1.4, while retail and wholesale channels average 18.7 lines.”

Technology at the service of customer satisfaction

“Easy WMS has given us complete inventory visibility, better organization of outbound orders, and greater flexibility to manage goods across the different sales channels. It’s optimized our processes considerably,” says the Operations Manager.

Thanks to Mecalux’s software, Sarkany’s warehouse can now easily adapt to market demand and continue offering high-quality service to customers purchasing its footwear.

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“Picking is faster and more organized, and we have full control over the order flow across all our sales channels.”

Operations Manager, Sarkany

