

CASE STUDY: FOX HEAD, INC.

Global apparel retailer seamlessly combines two distribution centers with HighJump warehouse management system



Quick Facts: Fox Head, Inc.

SKUs: More than 35,000

Distribution Centers: 5

HighJump Solution:
HighJump™ Warehouse Advantage

COMPANY OVERVIEW

Fox Head, Inc. designs, develops and distributes the most recognized and best-selling brand of motocross apparel and accessories to more than 50 countries. It services wholesale and retail markets, while also selling online and through its company-owned stores. Headquartered in Irvine, Calif., it is a family-owned and operated company with more than 35,000 SKUs representing motocross, surf, BMX, wake and mountain biking products.

CHALLENGE

Fox Head's Gilroy distribution center (DC) handled receiving, deep overstock storage, quality control and warranty returns. However, Fox was operating at capacity within the DC's 168,000 square feet. Fifteen miles away, the 78,000-square-foot Morgan Hill DC housed the fulfillment center.

Trucks ran between the two DCs throughout the day with replenishment orders, creating inefficiencies throughout the operation. Fox leadership decided to combine the two DCs into one new building in order to streamline operations, save money and provide faster customer service. However, the consolidation of the two DCs presented potential challenges for the warehouse management system to track inventory accurately.

SOLUTION

Fox was already leveraging the HighJump™ Warehouse Advantage warehouse management system (WMS) at three of its DCs. The open architecture of the WMS allowed Vitech Group, Fox's implementation partner, to build a truck function between the Gilroy and Morgan Hill DC that treated the two buildings as if they were one.



SUPPLY CHAIN NETWORK SOLUTIONS

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- Robby Dhesi, VP of Operations
Fox Head

When it came time to consolidate, Fox leveraged the adaptability of HighJump WMS again by simply putting a "1" in front of the pick zones and bulk zones so that the system logic driving picking, put-away, and replenishment did not need to be changed. The inventory went in the same location zones in the new warehouse as it did in the prior ones. When the move was complete, Fox ran an update statement and deleted the old zones and phased out of the database.

RESULTS

Fox started the DC integration on a Thursday night. By Saturday, the trucks were done moving inventory and by Sunday night all the inventory was put away. The new DC, called Stockton, was live on Monday morning.

"We were able to complete the integration quickly because we used the same WMS throughout," explained Robby Dhesi, vice president of operations, Fox Head. "With such a flexible system, the process of transitioning the WMS from one system covering both DCs into one system covering one DC was quite straightforward."

All of the dashboard pages, reports and other functionalities worked perfectly after the consolidated DC opened because, as far as the WMS was concerned, nothing had changed.

"A big advantage of HighJump WMS is that we were able to do the entire configuration ourselves," said Dhesi. "The WMS was so easy to configure that we didn't have to hire anyone to build out Stockton for us. From a systems standpoint, HighJump is intuitive enough that even a supervisor can add a location at any time and change the zone configuration. That definitely helps as we adapt to new business and customer needs."

Fox also uses HighJump's supplier management solution as its vendor portal for PO management, which simply required an address change for the DC integration. The company achieved its goals of lower headcounts, speeding up replenishment and cross-sharing labor resources more easily.

ABOUT HIGHJUMP

In almost every industry, buyers are becoming more fickle, and more demanding. For logistics executives, effectively meeting buyer needs has become a relentless quest for speed and agility. Traditional supply chain solutions – siloed, complex, and hard-to-implement – no longer suffice, as competitors find ways to deliver goods faster and more profitably.

In today's "now" economy, HighJump helps you stay agile with adaptable, connected solutions that harness the power of your trading partner community. From the warehouse to the storefront, from the desktop to the driver's cab, we can help you achieve new levels of supply chain responsiveness, performance, and profitability.

HighJump's suite of warehouse management, business integration, transportation management, and retail/DSD solutions form a complete, powerful, and adaptable platform that allow you to drive growth, customer satisfaction, and revenue. **HighJump: supply chain accelerated.**

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