CASE STUDY: BATTERIES PLUS

Specialty Retailer Finds Competitive Advantage in HighJump's Adaptable Warehouse Management System

COMPANY PROFILE — BATTERIES PLUS

Batteries Plus is a national franchise, specializing in helping consumers and businesses with their battery and light bulb needs. Its stores are independently owned and operated, with corporate-owned locations in Alabama, Tennessee, Virginia and Wisconsin.

Originally an all-battery retail store, the company expanded its product offerings to light bulbs in 2009 to meet the growing demand for more energy-efficient business operations and consumer lifestyles. Today, Batteries Plus is the nation's largest and fastest-growing battery and light bulb franchise, offering a comprehensive selection of batteries and light bulbs to meet the needs of retail and business customers alike.

QUICK FACTS

- **Distribution Center**: Milwaukee, Wisc.
- **Total DC Size**: 100,000 square ft
- **Retail Stores**: More than 530
- **Solution**: HighJump Warehouse Management System

CHALLENGE

Batteries Plus traditionally warehoused with a 3PL. But with its strong continual growth, the expansion to light bulbs and an increased need for space, the cost and complications of using a 3PL became too great. In addition, the lack of communication between systems – such as the inability of the Batteries Plus ERP to access the 3PL database

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– was hampering visibility across the network and creating doubts about the data's accuracy.

Batteries Plus moved into a 100,000 square foot warehouse as its national distribution center outside of Milwaukee, Wisc. It serves more than 530 stores with 11,000 order lines shipping out per day, 4,300 distinct items and 80 percent of the lines being each picking. To accommodate this volume and diversity, Batteries Plus needed a flexible warehouse management system (WMS) that would integrate smoothly with its current systems and give a reliable, accurate and complete view of its fast-growing operations. The company also wanted a WMS software provider with a stellar reputation and responsive support team.

SOLUTION
Batteries Plus chose the HighJump Warehouse Management System due to its demonstrated success in picking and shipping. Because the company has unique processes and merchandise that is often subject to government regulations, Batteries Plus found the ability to easily configure the WMS for its specific needs to be a true business advantage.

In addition to the adaptability available when implementing the WMS, a free collection of new workflows enables Batteries Plus to simply download specific capabilities for the WMS and quickly and easily install them on its own. This avoids the time and cost associated with going through a vendor to make changes and it creates further autonomy for Batteries Plus.

"At Batteries Plus, we believe in self-help and doing things for ourselves," explained Michael Lehman, CIO. "The ability to configure the WMS ourselves was a significant reason for choosing HighJump."

RESULTS
Batteries Plus increased its product line and has seen no dip in picking accuracy, thanks to the ability of the HighJump WMS to conform to the specific business processes of the company and precisely track, pick and ship items. Even when order volume jumps 50 percent in a day, the WMS and the visibility it provides allows Batteries Plus to ship out accurately and on time. Furthermore, the company can now pull data from the WMS and ERP and display the information on the same screen, providing a more complete picture of the network.

"The efficiency of configuring the WMS – from implementation to the use of the App Station – gives us a competitive advantage."

**–Michael Lehman
CIO, Batteries Plus**

The HighJump solution allows Batteries Plus to adapt their WMS as it grows its operations and encounters new challenges, without interrupting workflow. The company has implemented many feature sets, including the quick-view and archiving/purging package.

"I can choose a feature on a Friday, pull it down over a weekend, test it, and have it implemented by Tuesday, all without doing any development work," explained Victor Lecato, WMS system analyst. "The ease and cost-effectiveness of simply downloading the solution has definitely made a big, positive impact on our business. This is clearly the future of WMS."

"The efficiency of configuring the WMS gives us a competitive advantage," said Lehman. "By adapting to our needs quickly, the WMS lets us keep our focus on servicing our franchises and customers to ensure that they have the best experience possible."

FUTURE PLANS
Batteries Plus has implemented WMS modules slotting and event management, and plans others for the near future as it expands. The company added 57 stores in 2011 and plans to add approximately 50 in 2012.

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 this "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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