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USA: Azaleia Improves Warehouse Efficiency With CCSI

09 Apr 2002

Source: [just-style.com](#)

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Azaleia USA, a fast growing women's shoe importer, has accelerated order fulfilment, increased the accuracy of shipments, and substantially reduced charge-backs from retailers for mislabelled shipments.

"We decided the combination of Symbol's SPT-1740 RF hand held computer, the Symbol Spectrum24 LAN and the FootWorks Warehouse Management System from Comprehensive Computer Services Inc (CCSI) would allow us to dramatically increase our warehouse productivity while streamlining our entire supply chain," said Gene Konold, operations manager for Azaleia USA.

"We were tired of getting charge-backs from department stores, and with the SPT-1740's ability to utilise radio frequency technology for real-time updating of inventory, we have the ability to ensure all shoes are scanned and perfectly match each barcode label, the cartons are pulled from the right location, and the information is accurately captured and immediately updated in inventory. We can now prove to our customers that the system is accurate and valid if we need to contest charge-backs".

"Another attractive reason for implementing Symbol's RF system is the ability to quickly take an inventory in real-time," Konold went on to say.

"Our inventory process was reduced from 10 days to a little over 1 day, and it is much more accurate. The return on investment was realised as a cost of labour savings the first time we took an inventory. The combination of FootWorks industry-specific applications and Symbol's hardware has exceeded expectations," said Konold.

"As in any style-oriented industry, success depends on getting the right product to the right stores at the right time," said Tipton Clark, marketing coordinator for CCSI. "The seasonality of the footwear business makes logistics a nightmare for many companies. The combination of Symbol's wireless data communication and our applications have reduced inventory cycles for our clients, and allowed a much greater degree of accuracy in shipments."

Azaleia USA, headquartered in St Louis, Missouri, is a leading provider of women's shoes with global sourcing and



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There are over 300,000 clothing factories in developing countries. And there are almost as many different ways of finding the right factory and negotiating with it. How do you negotiate through this maze? The 2002 Handbook of Apparel Sourcing is your essential guide to garment sourcing in today's global market providing data on over 100 garment exporting countries and 30 product categories.

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distribution.

Based in New Britain, Connecticut, Comprehensive Computer Services Inc offers industry-specific software applications for the footwear and apparel industries.

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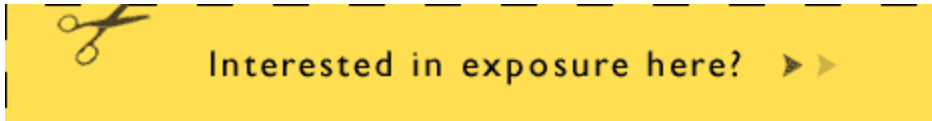
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