Customer Profile

Infor M3 Helps Brooks Sports' Distribution Center Run More Efficiently

Facts at a glance.

Solution: ERP
Products: Infor™ M3 Warehouse Mobility
Industry: Fashion/Sporting Goods
Country: USA

"Lawson made it possible for us to push 30% more product through our distribution center with no increase in personnel."

—Laurie Hayward, Vice President of Customer Operations, Brooks Sports

About the company.

Brooks® Sports, Inc. is a leading running company that designs and markets a line of performance footwear, apparel, and accessories in more than 60 countries worldwide. A subsidiary of Berkshire Hathaway Inc., Brooks Sports was founded in 1914 and is headquartered in Bothell, Washington. The company's mission is to inspire everyone to run and be active by creating innovative gear that keeps them running longer, farther, and faster. The company is recognized as an industry pioneer of many groundbreaking footwear and apparel technologies. To learn more, visit www.brooksrunning.com.

Challenges.

- Improve the distribution center's efficiency.
- Streamline the entire global supply chain process.
- Increase the customer base and the size of orders.
- Reduce customization costs and time.

Benefits.

- Increased the amount of product going through the distribution center by 30%, without needing to increase personnel.
- Increased the number of customers and the size of orders.
- Enabled real-time visibility of the supply chain and bulk-order updates throughout the entire organization.
- Improved the purchasing, manufacturing, and distribution processes by automating purchase-order–to-customer-order connections.
- Enabled users to manage style and non-style products and operate in a multi-language, multisite, or multicurrency environment.
- Simplified the receiving, picking, packing, and shipping processes by recording all inventory movement with handheld scanners.

"Lawson tailored the solution to our customer service requirements and helped us scale with no appreciable increase in operational costs."

—Laurie Hayward, Brooks Sports

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INF1230003-1241512-EN-US-0113-2