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**—CHIP GAETANO, INFORMATION TECHNOLOGY DIRECTOR, EVENFLO**

## **ABOUT THE COMPANY.**

Evenflo® stands for what's best for baby. For more than 85 years, the company has been a worldwide leader in the development of innovative infant equipment and is now one of the nation's leading manufacturers of high quality baby care and juvenile products. Over the years it has expanded to meet all the needs of children from birth to the pre-school years, including a broad range of products including infant and toddler feeding, car seats, strollers, high chairs, play yards and activity products, and home safety products.

## **EVENFLO**

### **SETTING THE STRATEGY.**

Evenflo is a top supplier to key retailers such as Toys "R" Us, Babies "R" Us, Wal-Mart, Target and K-Mart. Evenflo's premier brand name has 97 percent awareness with new mothers, and the company enjoys #1 or #2 market share positions in ten important product categories.

The company and its products are frequently honored with awards from leading consumer magazines and parenting magazines for high-quality, innovation, and value. Leaders of Evenflo take pride in the passion that exists throughout the organization that translates into the best quality, safest, and easiest-to-use products for babies and children.

"A large part of this brand recognition, our competitive advantage and overall success as a company is definitely owed to the innovative products that we sell to retailers," said Chip Gaetano, Information Technology

Director for Evenflo. "To keep this edge, it is important that, as a company, Evenflo uses the latest and greatest in technology to manufacture and distribute our products. After all, parents are entrusting us with some pretty precious cargo!"

### **GETTING BUSINESS SPECIFIC.**

For several years the company had managed its warehouse requirements through a third-party warehouse management system (WMS). Although that application provided essential warehouse functionality, there was room for improvement when it came to integration within Evenflo's existing Infor™ ERP Baan IV environment. Evenflo was already a happy Infor ERP Baan user, running the Baan IVC2 version on Oracle hardware.

Eventually, the other software vendor stopped supporting its warehouse management application. Evenflo took that opportunity to upgrade to a supportable WMS,

while also achieving several additional goals—to extend mobile capabilities by upgrading existing, older technology RF Intermecc devices and simultaneously provide integrated, extended WMS functionality not inherent in Baan.

"With our old WMS, we had always dealt with integration problems and dealt with two separate inventories that were usually out of sync," said Gaetano, who was the primary decision maker and project lead. "Also, part of our decision making process was the fact that our WMS and RF hardware were approaching their end of life. We did not view our WMS provider as a good fit for Evenflo going forward, although we were happy with Infor Baan and actually wanted to use more of Baan in warehousing."

"Our choices basically came down to two paths—another full-blown WMS system that might not integrate seamlessly to Baan or enable Infor Baan location control and purchase a software extension package to make it more mobile. We chose to maximize our existing Infor Baan investment," explained Gaetano. "This decision was less costly, less complex and less risky than going with a new WMS implementation and we really didn't need the complexities of a huge WMS product."

To meet all of their challenges, Evenflo moved forward with Infor Barcode. This solution allows Evenflo to achieve the full benefits of WMS as an embedded set of applications inside its Infor ERP Baan IV system, eliminating the issues of timeliness and accuracy between two disparate systems.

Through a number of detailed process reviews, Infor was able to demonstrate to Evenflo how Infor Barcode's embedded warehousing features could do more than just streamline the existing IT infrastructure—it could also deliver real-time improvements with its unique, configurable approach.

Integration and expertise were critical factors for Evenflo managers, who felt that Infor Barcode provided the best core functionality for improving warehouse efficiency and creating a single system to manage inventory .

## Customer facts

- ▶ *Company*—Evenflo
- ▶ *Solution*—Infor ERP
- ▶ *Product*—Infor Barcode
- ▶ *Industry*—Consumer goods
- ▶ *Country*—US

## SEEING RESULTS.

To simplify warehouse operations and to maximize functionality in Infor ERP Baan, Evenflo is using Infor Barcode in several areas, including purchase receipts, replenishment receipts, putaways, inventory transfers and adjustments, item and location inquiries, and report production.

In addition, Infor's deep domain expertise has helped Evenflo to develop new internal processes that streamline operation in both production and shipping. Infor personnel worked closely with systems engineers at Evenflo to discover more efficient processes and facilitate these processes with efficient point solution data collection techniques.

Gaetano says that the key differentiator that led to the selection of Infor Barcode was the product's ability to manage day-to-day barcode data collection requirements, while also providing an even broader set of features than that offered by the previous WMS system. Infor Barcode improved upon the previous WMS arrangement, whose integration points were both cumbersome and time-consuming because they required repeated corrections and updates. With Infor Barcode, Gaetano says, "Evenflo has a solution that is like two products in one with the added benefit of logistics and warehousing functionality actually integrated and embedded within our Baan system."



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### **DOING BUSINESS BETTER.**

Like most Infor Barcode customers, Evenflo quickly began seeing the many tangible, as well as intangible, benefits of the solution. From the very beginning, the rollout of Infor Barcode was a huge success. "They have been very pleased with the implementation," Gaetano says. "The implementation itself went very smoothly. We were able to eliminate a lot of user tasks that were previously associated with managing two systems . . . We have eliminated manual checks and balances to resolve inventory discrepancies...that in itself is a huge time savings. We have also gained efficiencies in the shipping clerks' roles—those people responsible for processing sales orders. Overall, our inventory visibility has improved and we can accurately track transactions, and that means better customer service in the long run."

### **THERE IS A BETTER WAY.**

At Infor, we work with a core belief. We believe in the customer. We believe that the customer is seeking a better, more collaborative relationship with its business software provider. And a new breed of business software: created for evolution, not revolution. Software that's simple to buy, easy to deploy, and convenient to manage. Our 70,000 customers in more than 100 countries stand with us. We look forward to your sharing in the results of our belief. There is a better way.

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The Infor logo consists of the word "INFOR" in a bold, sans-serif font. The letters "I", "N", "F", and "O" are black, while the letter "R" is red. A small trademark symbol (TM) is located to the upper right of the "R".