


CLIENT CASE STUDY

CLIENT PROFILE

Company
Tree of Life, Inc

Business
Nation's leading distributor
of natural, organic,
specialty, ethnic, and
gourmet food products

Headquarters
St. Augustine, FL

Employees
n/a

Project Site
Dallas, TX

Key Words
Horizontal Carousel
Rear Replenishment

Responsive software modifications fine-tune carousel replenishment

Strong support of Systems Integrator and Client helped deliver results

Problem

Although it worked on paper and had the support of all parties, the Client's newly installed RF-based procedure for replenishing carousels proved to be problematic after it was installed and used in the workplace. The system produced frequent mis-slotting of SKU's and other errors that required personnel time to correct. Finding the system less than optimal, the Client wanted an alternative solution.

Investigation

Working together, Dove Tree and the Systems Integrator (project contractor) visited the Client's facility to collaborate with end-user personnel and help define problems and underlying causes. The review was not limited to software. All aspects of the operation were reviewed, including electronic systems, manual procedures, and physical work space requirements. Alternatives were identified and evaluated.

Solution

The Client ultimately approved a combination of changes to procedures, work space, and electronic systems. Part of the solution required replacing hand-held RF terminals with workstation PC's. To integrate and support all of the desired changes, Dove Tree quickly developed and deployed a new and more flexible WMS software program. As changes were implemented, the Client monitored and evaluated both personnel and operations. A close feedback loop with the Client allowed Dove Tree to rapidly make and install software modifications that fine tuned the new system.

Results

- Fewer slotting errors
- Substantially reduced labor costs
- More flexibility in dealing with slotting criteria and maximum cell quantities

About the Project

Dove Tree's productive relationship with the *Systems Integrator*, its commitment to achieving a successful project, and its ability to respond with speed and creativity under demanding circumstances, allowed the Client to address concerns and dramatically improve its carousel-related operations.