



# Rosebys

## UK Retailer Responds Quickly to Fast-Paced Environment With HighJump Warehouse Advantage

### Quick Facts: Rosebys

**Solution:** HighJump Warehouse Advantage

**Distribution centers:** One

**Square footage:** 200,000 sq. ft.

**Retail stores:** 300+

### Company Profile

With more than 300 stores nationwide, Rosebys is the UK's leading home furnishings retailer, offering a wide range of products including bed linens, window coverings, bath textiles and decorative accessories. Rosebys operates a 200,000-square-foot distribution center in Rotherham, South York.

### Challenge: Adapting to Business Change in Modern Retail

Today's successful retailers must continually renew their product offerings to maximize sales and constantly attract new and existing customers. Behind the scenes of the ever-changing storefront, the logistics operation must also be extremely flexible to keep pace.

According to Chris Gee, business systems controller of Rosebys, even when the need for rapid flexibility is evident, many operations directors will soldier on with the incumbent warehouse management system (WMS) simply because the risks of conversion tend to be very high. "Extensive disruption can be the downfall of a business that depends on shifting stock in real time," he said. "Selecting a WMS that can help mitigate that risk is essential."

**"WE HAD THE SUPPORT OF HIGHJUMP SOFTWARE STAFF AS WELL AS EXTERNAL CONSULTANTS AND A TEAM OF VERY GOOD PEOPLE FROM OUR DISTRIBUTION CENTER, TO ENSURE A SMOOTH PROJECT WITH NO DISRUPTION."**

**—Chris Gee,  
business systems controller**

When Rosebys learned in 2003 that support for its older WMS was to be terminated, the company had both the incentive and the opportunity to find a solution that would help it meet new customer requirements and the fast pace of retail distribution. "With a conventional WMS, it can take three months to implement a small change to the business. The way Rosebys operates today, we might get two weeks' notice to support a change initiated from within the buying department. We really needed a WMS that could help us achieve a smooth and controlled response within the shorter timeframe."

### Solution: Implementing a Modern, Flexible WMS

To meet its distribution challenges, the Rosebys team selected the HighJump™ Warehouse Advantage WMS from HighJump Software. According to Gee, achieving a high level of project success depended not only on selecting the most suitable solution, but also



on meticulous planning supported by good teamwork. “We had the support of HighJump Software staff as well as external consultants and a team of very good people from our distribution center, to ensure a smooth project with no disruption.”

### Results: Boosting Performance Levels and Upgrading Quickly

“Our buyers increasingly demand flexibility in product handling characteristics to allow them to respond rapidly to market trends,” Gee said. “Rosebys began as a soft furnishings retailer, but today also offers a wide range of finishing touches for the home. With the HighJump WMS in place, our buying team can be entrepreneurial, often taking advantage of one-time purchase opportunities to deliver extra value to our customers. These tactical changes happen alongside the natural development of our product range as trends shift and customer buying patterns transform over time.”

The quickly changing products demand frequent re-optimization of the physical layout of the warehouse. “Changes to the layout require pick walks to be recalculated to create the most efficient route. We have proved that routines can be created very quickly with the HighJump system to optimize the warehouse layout, and calculate and analyze these routes,” Gee said. “The software has helped enormously in this respect, in particular because changes to data operations and reporting can be made without changing either the application or the platform of HighJump Warehouse Advantage.

HighJump Warehouse Advantage allows us to trial new ideas very quickly, and to withdraw them easily if necessary with no ill effects.” In addition to its ease of flexibility, HighJump Warehouse Advantage includes support for many best practices within the logistics industry. As an example, Rosebys had not used radio frequency (RF) receiving before, but it was able to change its receipt process easily from manual to RF. This has delivered a powerful boost to the inbound flow of inventory, allowing a time savings of around 20 percent for the put-away of shipments received.

**“WE WERE ABLE TO APPLY THE WMS UPGRADE IN JUST SIX HOURS WITHOUT NEEDING ASSISTANCE FROM HIGHJUMP SOFTWARE OR EXTERNAL CONSULTANTS.”**

**—Chris Gee,  
business systems controller**

Other valuable features of HighJump Warehouse Advantage allow Rosebys to handle special orders and customer one-offs quickly and efficiently. Wave planning functionality enables easy optimization of picking and loading, leading to increased fill rates and reduced cycle times. Rosebys has achieved an improvement in picking efficiency to above 99.8 percent.

Although HighJump Software provides post-implementation support for HighJump Warehouse Advantage clients who elect it, Rosebys has quickly taken control of its WMS using the expertise of its own staff. In fact, they enhanced the system with new data

validation and protection features included in a recent upgrade issued by HighJump Software.

“We were able to apply the WMS upgrade in just six hours without needing assistance from HighJump Software or external consultants,” said Gee.

### Future Plans

“As our example demonstrates, everything changes quickly in modern retail. The supply chain technology must be able to keep pace with those changes. Armed with HighJump Warehouse Advantage, Rosebys has the system it needs to deliver new products and services quickly to the market,” said Gee.

