# CASE STUDY: NASTY GAL

HighJump Warehouse Management System
Increases Fill Rates and Picking Productivity
for e-Commerce Retailer

**Quick Facts: Nasty Gal**

**Solution:**
HighJump™ Warehouse
Management System (WMS)

### THE COMPANY - NASTY GAL

Nasty Gal is a privately owned e-commerce retailer that focuses on new and vintage clothing, shoes, and accessories for young women. Headquartered in Los Angeles, CA, Nasty Gal services more than 550,000 customers in over 60 countries, primarily through its direct-to-consumer business.

The e-commerce retailer has leveraged a strong social media presence since its founding as an eBay store in 2006. As considerable business growth continues, Nasty Gal is beginning to expand into the brick-and-mortar retail industry.

### THE OPPORTUNITY

With increasing direct-to-consumer demand and higher store replenishment requirements driven by new store openings, Nasty Gal realized the importance of investing in new technologies for a key warehouse within its supply network. These investments aim to increase warehouse productivity and reduce order cycle times, enabling the company's supply chain to better meet its increasing demand.

Nasty Gal purchased HighJump's ™ Warehouse Management System (WMS) and a put-to-light system for its direct-to-consumer business. The challenge was to implement HighJump WMS while integrating it with the new put-to-light system to increase order visibility, keep fill rates above 99%, and increase warehouse productivity.

# HighJump™
SUPPLY CHAIN NETWORK SOLUTIONS

## SOLUTION

HighJump and enVista utilized site visits to gain an in-depth and holistic understanding of the facility's processes and constraints. This included understanding the facility's inbound, outbound, and picking processes to formulate new processes that would scale with Nasty Gal's growth.

Once Nasty Gal validated understandings and assumptions, HighJump and enVista conducted a thorough gap analysis. This determined the optimal configuration of the HighJump WMS for Nasty Gal's unique processes and business rules, while giving the company the ability to scale with future growth.

enVista played a key role in designing and developing the interfaces to Nasty Gal's put-to-light, host, and parcel execution systems. Nasty Gal and enVista co-led several testing and training cycles to ensure a successful go-live (implementation).

## THE RESULTS

Nasty Gal went live with minimal disruption to their business. After two weeks, the e-commerce retailer successfully managed one of its highest volume weekends while accommodating a 40% off sale.

As a result of implementing HighJump, Nasty Gal's fill rates and picking productivity have noticeably increased.

## ABOUT HIGHJUMP

In almost every industry, buyers are becoming more fickle, and more demanding. For logistics executives, effectively meeting buyer needs has become a relentless quest for speed and agility. Traditional supply chain solutions – siloed, complex and hard-to-implement – no longer suffice, as competitors find ways to deliver goods faster and more profitably.

In this "now" economy, HighJump helps you stay agile, with adaptable, connected solutions that harness the power of your trading partner community. From the warehouse to the storefront, from the desktop to the driver's cab, we can help you achieve new levels of supply chain responsiveness, performance and profitability.

HighJump's suite of warehouse management, business integration, transportation management, and retail/DSD solutions form a complete, powerful and adaptable platform that allow you to drive growth, customer satisfaction and revenue. **HighJump: supply chain accelerated.**

**www.highjump.com**

## THE HIGHJUMP TEAM IS HERE TO HELP!

If you have any questions regarding HighJump or how our products can improve your business, our passionate team is here for you.

**Call us today at 800.328.3271. or email info@highjump.com**

**HighJump**™
SUPPLY CHAIN NETWORK SOLUTIONS