

SaraMax Streamlines B2C Fulfillment with the Momentis Shipping Dashboard

SaraMax Apparel Group is a global leader in the intimate apparel industry. For over 40 years they have been designing, sourcing, manufacturing and distributing some of the most recognizable brands in the US and around the world. In addition to their bustling replenishment business, SaraMax has a fast growing direct-to-consumer business.

SaraMax' order processing procedures were perfected for satisfying a small number of large customers. Due to the recent growth of their B2C business, however, they needed a way to streamline the process of shipping small orders to many customers. To accomplish this, earlier this year they implemented Momentis' Shipping Dashboard, which has resulted in drastic improvements in efficiency. Steve Lind, Vice President of Distribution, asserts that "at least three different processes have now been condensed into the shipping dashboard, so what used to be done by two or three people can now be done by one." Thanks to the shipping dashboard, with the click of a button orders are invoiced, manifests are created, and the EDI communication to the ecom partner is completed. Steve also now has instant visibility into the stage of each set of customer orders and summarizes that "it's a really great tool."

Steve points out that Amazon and other direct-to-consumer channels have become ever more important to the overall business. In terms of satisfying B2C demand, Steve explains that "when you're trying to get orders out the same day, every minute counts. Any little thing that we can do to smooth out the process and speed it up is a great thing." Steve illustrates that implementing the Momentis Shipping Dashboard has alleviated previously existing bottlenecks that prevented SaraMax from swiftly getting orders out the door, and that now "we have almost no limitation in terms of the number of orders we can fulfill, because of the way we've laid our inventory out physically and the help we've received from Momentis."

Momentis and SaraMax have been partners for more than 21 years, over which time the two companies have made each other stronger. Steve states that "it's always fun to work with Momentis because they know so much about our business" and that "Momentis and SaraMax are a pretty great team." At Momentis we agree and look forward to the next 20 years of challenging and learning from each other.