The Journey Thus Far, An E-commerce Story

Presented by:
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Presenters

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Objectives

• Things to consider when looking for an E-commerce solution

• Values you and your customer should see from your investment in an automated solution

• Where are we going from here
Six Great Names: One Vibrant Concept
“I want to thank each of you for coming through in the clutch, putting in some overtime and seeing this project through to completion.”
What were the Factors That Drove Us Down the Path of Fulfillment Automation?

• Centralized fulfillment philosophy

• Projected growth model

• Limited space
What did Our Growth Look Like? (DC Fulfilled Units)

- 2012: 105,909 Units
- 2013: 142,315 Units
- 2014: 392,364 Units
- 2015: 1,236,545 Units
- 2016: 2,242,108 Units
- 2017: 2,525,646 Units
- 2018: 3,478,214 Units
What Did Our Process Look Like Before?
Here’s what we look like today.
Solution Considerations - What Have We Learned in Two Years?

Flexibility: Will you look the same tomorrow as you do today?

- Changing corporate strategy
- Advancing technology
- Adapting to changing customer demands
Solution Considerations - What Have We Learned in Two Years?

**Growth:** How fast are you growing?

- Increased fulfillment capacity
- Physical space requirements
Solution Considerations - What Have We Learned in Two Years?

Profitability: What can you take to the bottom line?

• ROI

• Staff reduction

• Speed to customer
Customer Benefits- What have we learned in two years?

Quality: Does the customer always get what they were promised?

• Audit results
• Consistent/predictable results
• Trust in the system
Customer Benefits- What Have We Learned in Two Years?

Increased Options: Does the customer get options they did not have before?

• Speed

• Increased delivery options

• New value added services, increased cart size, etc
Customer Benefits- What Have We Learned in Two Years?

SKU Optimization: Do we have the right products to meet the needs/desires of our customers?

• Reduced space requirements
• Greater return on investment
What Else Have We Learned in the Past Two Years?


• New roles for the supply chain
• Omnichannel – the new normal
• Todays goals: serve your customers well, anytime/anywhere they want to shop and focus on growing market share
Where Do We Go From Here?

*Get better at what we do well*: A cycle of continuous learning

- Continue to grow current automation to meet our increasing fulfillment goals
- Small Improvements
- New tools – Simulation programs
Pouch Sorter Simulation
Where Do We Go From Here?

Be prepared for the next change:

?
Key Takeaways

• What are your needs in an E-commerce fulfillment solution?

• What value should you and your customers see from your investment in an automated solution?

• Where are you going from here?
For more information

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