g Store
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About the **Customer**

A leading pet retailer offering products and services in nearly 1,700 stores and more than 200 in-store boarding facilities across North America and Canada

Customer **Challenges**

Lack of inventory visibility and control
Locating and managing inventory across multiple in-store locations was a significant challenge. The retailer needed a system to:
- Help both employees and third-party fulfillment associates find the precise location of inventory
- Intelligently manage the back-to-front replenishment, receiving and putaway processes

Inefficient omnichannel fulfillment
Without adding new employees, the retailer had to streamline and speed up orders from multiple channels (e.g., click and collect/BOPIS, ship from store, etc.) that are fulfilled by both store staff and third-party providers (e.g., DoorDash).

Disjointed customer experience
As part of the omnichannel initiative, the retailer wanted to integrate online and in-store customer experiences.

Disorganized tasking and processes
The retailer needed a way to automatically prioritize and assign putaway, fulfillment and replenishment tasks according to associate availability and proximity.

Need for faster, data-driven decisions
Without real-time, store-level reporting and analytics, the retailer was at a loss for actionable insights about inventory, operations and sales.

Obstacles to planogram change execution
The retailer wanted to automate tasking related to inventory movement across locations within a store, whenever changes were suggested by merchandising/central departments.

Solution

Location Management
- 3D location management across sales floor and backroom
- Add/remove and assign SKUs to store locations via simple UI
- Configure process flow compliance guidelines for fulfillment needs (click and collect, ship from store)
- Optimize intelligent pick paths for inventory management use cases (back-to-front replenishment, receiving, putaway)
- Retrieve SKU location information through user-friendly mobile app or APIs which can be reused in any system

Inventory Management
- Streamline inventory-receiving processes
- Manage inventory for live pet, quality assurance, return and restocking purposes
- Increment or decrement inventory as required
- Share inventory availability across all stores with store associates and end customers
- Integrate with OKTA, SAP (inventory planning), JDA (store planogram) and order management systems

Digital Fulfillment
- Dynamically determine pick paths based on inventory availability
- Customize pick paths by including or excluding specific locations
- Skip to the next pick location if an item is inaccessible at the preferred location

Store Operations
- Empower store employees and third-party associates with a single, intuitive app to track the physical location of inventory, differentiating between backroom and sales floor areas
- Assign specific locations to inventory and allow movement between locations
- Implement learning and development/change management initiatives
- Organize the backroom effectively

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