



"Seamless implementation with a nice practical approach"



"Collaboration has progressed smoothly; specifications are implemented quickly; and we have completely avoided subsequent difficulties".

Bente Gøttrup Andersen
Application Specialist Logistics

Søren Villemoes
Logistics Consultant

BY
MALENE BIRGER
PeakPerformance

TIGER
OF SWEDEN

About the company

IC Group is a Danish company that produces and sells fashion from premium brands such as Peak Performance, Tiger of Sweden, and By Malene Birger. The clothing is sold in over 40 countries. The company sells to approximately 5,500 retailers as well as having approximately 150 of its own stores, shop-in-shops, and outlets.

Resultats

- ROI is achieved in just three years for the total solution (significantly shorter for Lasernet)
- Great business case
- Improved document quality with logos and barcodes eases product receipt for customers
- Seamless collaboration with Tabellae
- Specifications implemented quickly
- Trouble-free path to full usability



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IC Group's impressive Warehouse Management System generates, among other items, slips and labels via Lasernet. Tabellae has integrated this solution, and has thereby played a significant role in a comprehensive digitization process.

IC Group's distribution center picks, packs, and ships thousands of items every day. "If you want to operate a warehouse in Denmark, you must be effective, and that requires volume," explains Application Specialist Logistics Bente Gøttrup Andersen.

Comprehensive digitization process

She continues: "Over the last six years, we have streamlined operations and gone through a digitization process that has brought the warehouse from manual, paper-based operations to a WMS system with voice-picking and headsets, so that today, nearly all functions are automated. It has been crucial to optimally manage data exchange and processes among the storage, order, and ERP systems."

Customer-oriented documents

Logistics Consultant Søren Villemoes continues: "As part of our new sorting solution, we wanted more professional-looking documents. We also wanted to be able to integrate logos and barcodes onto labels and invoices, so customers would experience greater ease in receiving goods, navigating shipments, and finding what they need." The next step will probably be adding photographs, which will further strengthen both branding and customer communication.

Practical and smooth collaboration

"The consultant from Tabellae has been on-site much of the time and has employed an excellent practical approach. Most implementation concerns are resolved through 'workshop'-style collaboration that has progressed smoothly; specifications are implemented quickly; and we have completely avoided subsequent difficulties," says Søren Villemoes.

ROI of 3 years for the total solution

Since development occurs rapidly, IC Group rarely initiates projects that have a longer break-even period than a maximum of five years. "In this project, we expect an ROI of approximately three years, so the investment is quite clearly a sound business strategy," says Bente Gøttrup Andersen.

