

## Elon Group finds domestic bliss

03-10-2022 06:00



**Elon is Sweden's largest free specialist retail chain for white goods, with more than 300 stores across the country. They also have stores in Norway and partners in Finland, Denmark, and Iceland. Elon increased its total revenue by 12.3% in 2020, as a result of the chain's investments made over several years in warehousing, ecommerce, and new in-store services as well as the rising interest in home renovation during the pandemic.**

The company has been using Manhattan SCALE as its warehouse management system (WMS) for almost 3 years and currently has 75 licensed users. One of the main objectives in implementing the new WMS was to standardise the internal workflows to gain a better control of logistical processes. Elon decided to deploy Manhattan's supply chain solutions for a number of technological and business reasons. Manhattan's strong industry presence definitely played a factor as well as their relationship with geopartner IDNet, who understands the local market and Manhattan's products. Another key reason was that Manhattan's WMS solution offered flexibility, functionality, better control, and increased efficiency.

***"IDNet understands the needs of our business and can give us suggestions and challenges in order to create the best solution."***

*Markus Luthman, Logistics Development Manager, Elon*

## **Higher fill rate**

Since the implementation was completed, it has allowed Elon employees to substantially be more efficient and effective. In the past, Elon employees were unable to track metrics and KPIs at the same level as after the change to Manhattan SCALE. Now, they can view available stock, improve picking productivity and stock-counting accuracy, and achieve a higher fill rate within the warehouses.

### **Challenge:**

Previously, Elon used a self-developed warehouse management system (WMS) that gave the users a big degree of operational freedom resulting in inefficient processes and reduced productivity. With business growing in all sales channels, Elon needed a solution that could handle and develop their business further.

### **Solution:**

Manhattan Associates' supply chain solutions were selected due to their flexibility, ease of use, and the breadth and depth of functionality.

### **Progress & results:**

With Manhattan Associates' supply chain solutions, Elon has better control and stock visibility as well as improved picking productivity, allowing teammates to be more efficient and effective.

