

SUPER RETAIL GROUP SHIFTS GEARS

and reduces fulfilment costs with Manhattan

OPERATIONS

Super Retail Group Headquarters in Brisbane, Queensland

MANHATTAN SOLUTIONS

Manhattan Active® Omni; Manhattan Distributed Order Management



CHALLENGE

Super Retail Group's previous online order fulfilment system allocated orders based on proximity to customers without considering the true cost to fulfil. As a result, more than 20% of home delivery orders were shipped interstate at a higher cost, despite the company having the items in stock in the state. An additional challenge was the fact that more than 15% of home delivery orders were split into multiple packages, which also increased fulfilment costs.

SOLUTION

As part of its omni-retailing strategy, Super Retail Group migrated to the cloud-based Manhattan Active Omni solution. Using Manhattan's solution, the Group was then competitively positioned to fully configure its online order fulfilment to meet a much more exacting customer promise, direct from 'click to consumer.'

PROGRESS & RESULT

As a result of various pandemic mitigation measures, online sales of home fitness and outdoor leisure goods exploded in Australia in 2020, resulting in Super Retail Group increasing ecommerce sales by 87% to \$237 million in the second half of 2020. In an effort to meet this surge in online orders and its customer promise around delivery, Super Retail Group fast-tracked the roll-out of Manhattan Associates' omnichannel solution in a remote, socially distanced manner. The resulting solution achieved significant fulfilment savings per order, from day one of operations.

"When COVID-19 fully hit and many businesses were consolidating projects, we actually sped up the deployment of Manhattan Active Omni and it now offers us a single window of visibility and availability of stock across our entire supply chain network."

DAVID TOWNSHEND, GENERAL MANAGER OF OMNI-RETAIL, SUPER RETAIL GROUP

PUSH POSSIBLE

The logo for Manhattan Associates, featuring a stylized graphic of three parallel diagonal lines in blue and red, followed by the company name in a bold, sans-serif font.

SUPER RETAIL GROUP AND MANHATTAN ASSOCIATES

"We congratulate Super Retail Group on the great work and results they have achieved during what has been an incredibly challenging 2020. We know at this particular time just how important it is for a leading retailer to be able to get the best local and international brands to its customers as quickly as possible, whether it's via delivery or click & collect."

RAGHAV SIBAL, MANAGING DIRECTOR, ANZ,
MANHATTAN ASSOCIATES

FULFILMENT EXPANDED FOR THE PRESENT AND FUTURE

Proudly headquartered in Brisbane, with a store network that extends to over 670 retail stores and more than 12,000 team members across Australia, New Zealand, and China; Super Retail Group has grown to one of Australasia's largest retailers.

Housing iconic brands including BCF Boating Camping Fishing, Macpac, Rebel and Supercheap Auto, Super Retail Group goes above and beyond to deliver customer needs. It is this commitment that has seen the company partner with Manhattan Associates to enhance online fulfilment operations for its range of auto, sport and outdoor leisure products in Australia and New Zealand.



AN EFFICIENT, INNOVATIVE STRATEGY TO FULFILMENT OPERATIONS

With the implementation of the Manhattan Distributed Order Management, Super Retail Group has gained the capability to efficiently meet the increase in ecommerce demand and fulfilment experienced throughout COVID-19 and beyond. The solution's ability to be highly adaptable and responsive has additionally enabled Super Retail Group to maintain control over fulfilment operations and modify the system to align with future changes and business growth.

Even as the system was implemented virtually, and in operation throughout the challenges of COVID-19, it was able to accommodate major order and fulfilment routing changes within minutes. Likewise, with the new system, Super Retail Group has harnessed the ability to change its fulfilment logic and immediately reduce fulfilment costs – remarkably achieving their 12-month goal on day one.

"To roll-out the Manhattan Active Omni virtually during COVID-19 and then immediately see these excellent results is testament to not only the power of our cloud solution, but also the expertise of our team, as well as the strong partnership between the two companies."

RAGHAV SIBAL, MANAGING DIRECTOR, ANZ,
MANHATTAN ASSOCIATES