

IBEX Outdoor Clothing

OzLINK Mobile Warehouse Delivers Organic Growth

Company Name:

IBEX Outdoor Clothing

Industry:

Retail Clothing

Oz Solutions:

OzLINK, OzLINK Mobile

Applications:

NetSuite

Key Oz Benefits:

- More efficient order fulfillment
- Decrease in mis-picks by 98%
- Increased production of current staff

**At a Glance:**

Vermont based IBEX Outdoor Clothing specializes in producing garments made of only natural wool fibers. Their products, targeted at the outdoor enthusiast, are sold direct and through wholesale, serving both domestic and international customers. You can find IBEX apparel online, at their retail store on Newbury Street in Boston, MA, and through their wholesale customers.

The Challenge:

The growth of the IBEX wholesale and ecommerce business had increased 100% in the last few years. Their legacy ERP system was not flexible enough to support their changing business, resulting in more labor intensive and paper based fulfillment. This was causing too many picking and fulfillment errors. The entire operation was not optimized for the rate at which their business was growing. IBEX had to either add additional employees to fill the void, which would increase their overhead costs, or invest in a new system all together.

The Solution:

IBEX decided to invest in both NetSuite for their ERP and OzLINK for warehouse optimization. They decided to use the OzLINK Mobile solution to fulfill their wholesale orders, as well as, moving and allocating inventory to new bins in the warehouse. The agility of putting their business in the cloud has allowed them to grow without hitting a ceiling. The speed and accuracy they have gained from implementing the OzLINK Mobile solution has been a tremendous asset to their business. The OzLINK Mobile application has:

- Dramatically increased their efficiency in packing speed, cutting their order fulfillment time by more than half
- Decreased mis-ships by giving the warehouse the ability to target the right product and fulfill an order quickly
- Saved IBEX over \$50K annually in additional overhead costs

Jay Moltz, IT/Operations Manager, said "OzLINK supports our growth while keeping our costs in check and our operations highly efficient. As we continue to add products we have to use every nook and cranny of our warehouse to house our inventory. OzLINK grows with us, which is extremely beneficial to our increasing business".

 To find out more, contact NetSuite Inc. at 1-877 NETSUITE or visit www.netsuite.com.