

Quiksilver Catching a Big Wave

Apparel Magazine is a leading publication read by the apparel and fashion industries and each year it recognises key, forwardingthinking businesses that are helping to shape the industry in terms of logistics and supply chain. In the 2008 Top 50 Innovators Awards, Quiksilver Australia was acknowledged for its approach to streamlining its supply chain.

The fashion industry is fast-moving and characterised by shifting seasonal buying patterns, a high number of product stock keeping units (SKUs) and quick time-to-market demands.

Surf, skate and snow fashion icon, Quiksilver is considered to be one of the world's largest manufacturers of surf-wear and other boardsport-related apparel and equipment.

Quiksilver has recently capitalised on information technology to improve its supply chain efficiency, implementing a new, integrated distribution system for its Australian operations. Quiksilver Australia is using Lawson Software's M3 solution together with Real-time Distribution System (RDS) provided by Dexion Integrated Systems and reports that it has significantly reduced its operating costs. Since the initial implementation of RDS in Australia, the system is now running in Hong Kong and Indonesia with New Zealand scheduled to come on line in 2009. The solution is centrally hosted and supported from Torquay, Australia.

According to Quiksilver Australia, the new system has helped it improve resource management as well as increase speed and accuracy in areas such as product picking, inventory and invoicing. Quiksilver Australia also claims improvements in delivery service and customer satisfaction as well as a significant reduction in man hours.

"The integration of Dexion's RDS with the warehouse management system from Lawson has enabled Quiksilver Australia to ensure all distribution transactions are updated in near real time... saving time, increasing accuracy of information and reducing costs," says Thomas Zulliger, IT Manager of Quiksilver Australia.

"The integrated implementations of Dexion and Lawson's warehouse management system support the growth of a national distribution centre. With distribution transactions, several manual processes have been replaced with automation on a widespread basis," says Zulliger.

Quiksilver reports that notable improvements in dispatch, especially product picking, have been realised. "Pick rates and accuracy have increased significantly. The current pick rates would have been unimaginable when using the old processes", says Brett Delaney, Quiksilver Australia's National Logistics Manager.

The order picking phase of the RDS project went live in April 2006, after a nine-month implementation. "One of the most critical factors of the project's success has been the way the Quiksilver Australia, Lawson, SRJ Consulting and Dexion Integrated Systems teams worked together," Zulliger says. "The teams can be proud of what this partnership has achieved".

