

# A 34.6% increase in omnichannel picking productivity

Footwear brand Sarkany streamlines and optimises the daily fulfilment and shipment of 3,500 products with Easy WMS.

Country: **Argentina** | Sector: **textiles & fashion accessories**



## SARKANY

### CHALLENGES

- Adapt logistics operations to three sales channels: retail, e-commerce and wholesale.
- Achieve more precise control over 83,500 SKUs.
- Boost efficiency in all logistics processes to enhance customer satisfaction.

### SOLUTIONS

- Easy WMS warehouse management system.
- Multi-Carrier Shipping Software.

### BENEFITS

- 34.6% increase in daily orders fulfilled, reaching a total of 3,500 SKUs distributed.
- 50% reduction in inventory discrepancies recorded.
- Error rate lowered from 7% to under 2%.

Sarkany is a top Argentine footwear company with international brand recognition. It designs, manufactures and sells men's and women's shoes as well as clothing, accessories and fragrances. With a global presence through its online store, it collaborates with top designers to strengthen its position in the luxury market.

» **Founded: 1985**

» **Exclusive stores: 60+ across South America**

Sarkany has integrated Mecalux's Easy WMS warehouse management system in its Buenos Aires logistics centre to optimise the supply of its three sales channels: retail, e-commerce and wholesale.

"We were looking for a flexible and scalable software solution that would enable us to oversee our three sales channels efficiently from a single platform. We wanted to gain full control over the 83,500 SKUs stored and

elevate the level of service we provide to our customers in Argentina, Uruguay, Chile and Miami," says Matías Livoti, Operations Manager at Sarkany.

Digitalisation has optimised several areas of Sarkany's logistics processes, particularly inventory control, where recorded discrepancies have decreased by 50%. "Before implementing Easy WMS, our logistics operations lacked inventory traceability and visibility. We'd been running everything with the company's ERP software, which had its limitations for such a critical area," says Livoti.

The fashion brand has also seen significant advancements in order processing. It can now ship 3,500 products a day, a 34.6% increase compared to before. "Picking is faster and more organised, and we have full control over the order flow across all our sales channels. This has optimised our operations and improved customer service," says Livoti.

### Streamlined omnichannel logistics operations

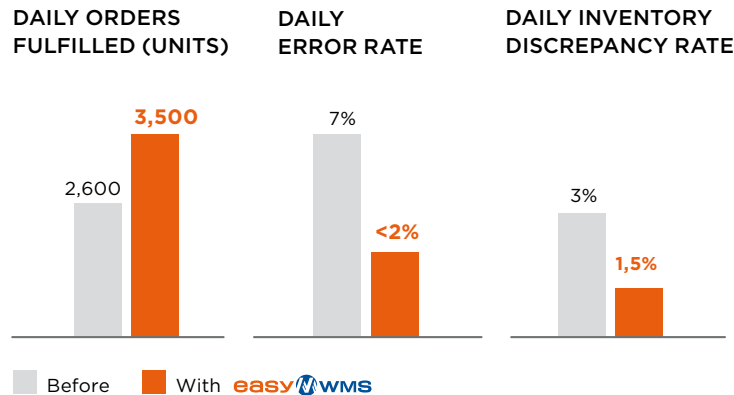
Most of Sarkany's physical stores are in the province of Buenos Aires, but its wholesale customers are located throughout the rest of the country. This model requires efficient,

well-organised logistics processes that meet the needs of all its channels, including e-commerce.

Easy WMS manages all of Sarkany's logistics operations, from order receipt to shipment. "As a fashion company, we operate in seasonal sales cycles, which means a high daily turnover of suppliers. With the help of Easy WMS, we handle goods receipt, perform cross-docking, store products in the picking area and process orders without issues. Then, the warehouse pickers fill orders, and the packaging and loading team completes the process," says Livoti.

**The Mecalux software manages the locations of Sarkany's 83,500 SKUs. Footwear is stored on the ground floor, while clothing, bags, accessories and discounted stock are kept on the first**

**With Easy WMS, Sarkany has increased efficiency in all its logistics processes**



### Packaging and labelling of 3,500 items a day

Multi-Carrier Shipping Software organises packing and labelling to streamline order distribution. This Easy WMS capability optimises shipments by integrating with delivery agencies, providing them with the necessary documentation. “The module has been key in ensuring the traceability of each order and its contents, which wasn’t possible before. We now coordinate with SHIPNOW, the agency responsible for distributing our online orders, to manage package codes and tracking numbers.”



Mecalux’s Easy WMS also supervises the locations of the 83,500 stored SKUs. Livoti says: “Our warehouse is organised by product categories. Footwear is stored on the ground floor, while clothing, bags, premium accessories and outlet stock are kept on the first. On the upper levels of the racking, we house pallets with footwear to replenish the picking area.”

Regarding the 3,500 items fulfilled and shipped daily, Livoti says: “We receive picking orders through the connection between our ERP and order management system. The average number of lines per order varies depending on the sales channel. For online

orders, it’s 1.4, while retail and wholesale channels average 18.7 lines.”

### Technology at the service of customer satisfaction

“Easy WMS has given us complete inventory visibility, better organisation of outbound orders and greater flexibility to manage goods across the different sales channels. It’s optimised our operations considerably,” says Livoti.

Thanks to Mecalux’s software, Sarkany’s warehouse can now easily adapt to market demand and continue offering high-quality service to customers purchasing its footwear.



*“Picking is faster and more organised, and we have full control over the order flow across all our sales channels.”*

**Matías Livoti**  
Operations Manager, Sarkany

