A sense of fulfilment

At a glance

- One of the UK's leading providers of logistics solutions
- Sanderson multi-channel retail software underpins e-fulfilment services for SME clients

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Retail and ecommerce fulfilment provider Clipper Logistics employs multiple systems to support a wide range of retail clients. The company uses the Priam multi-channel software solution from Sanderson to manage e-fulfilment services for their SME clients.

Speed, efficiency and attention to detail are all qualities in which Clipper excels. Sanderson provides a warehouse management, ecommerce fulfilment and retail store replenishment system that Clipper can tailor to the needs of its diverse customer base, allowing the company to react quickly and deliver solutions that enrich its clients' businesses, as well as its own.

With a network of 40 distribution centres across the UK and Europe and 6.8 million ft^2 of warehouse space, Clipper Logistics is a big name in the independent logistics and 3rd party fulfilment industry. It now employs over 3,500 people and operates a fleet of over 300 vehicles.

Challenges

- Implement solution to support business growth
- Manage solution internally
- Provide a flexible solution suitable for small, medium and large businesses
- Integrate with a variety of client ERP systems
- Integrate order fulfilment and warehousing

Sanderson Solution

- Priam multi-channel business system
- ERP system, stock and warehouse management

Benefits

- Greater visibility of warehouse and stock management
- Improved fulfilment processes for clients
- Seamless integration with client systems
- Increased flexibility, speed and efficiency of order fulfilment
- Platform for growth of customer portfolio

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Specialising in fashion and retail, the company provides bonded warehousing, order fulfilment, transport, consolidation, port deconsolidation and e-fulfilment solutions for retail clients, large and small.

Established in 1992 with an original workforce of just three, Clipper has gone from strength to strength. It has built a formidable reputation for excellent service; with a burgeoning portfolio of blue chip clients and huge high street names, Clipper identified an opportunity for business growth among small and medium-sized enterprises (SMEs), leading to substantial business growth.

An opportunity for growth

With its vast warehousing acreage across the UK and in Germany, Clipper is well placed to provide a solution for a range of organisations. The business was looking to reduce both cost and time taken to get customers integrated and operational.

"Start-up costs can be a big barrier for smaller organisations," says Rebecca Kilduff, Solutions and IT Director, **"so we needed a solution that was flexible, cost-effective and which could be implemented quickly. We pride ourselves on going the extra mile for customers, and we wanted our warehouse management offering to reflect that."**

This meant finding a software solution perfectly matched to the needs of SMEs. The new system also had to be easy to use for both Clipper and its clients, without compromising functionality; it had to provide complete and effortless management of order fulfilment.

The solution? Priam, the Sanderson multi-channel software solution. Now, just two years after adopting the system, Clipper has nine new clients all using Priam, with a host of further implementations in the pipeline.

Initial implementation

Kilduff was familiar with the Priam system from a previous role at a replenishment company:

"I'd worked with Priam before and I knew the system. It was flexible and we could manage it internally, which was a huge draw for us, because it gives us control and allows us to quickly respond to clients."

Kilduff recommended Priam, and Clipper proposed an initial implementation for one of its new customers. It was a deliberately challenging initial implementation, to really make the most of the capabilities of the Sanderson system; the customer neither had a warehouse facility of its own or warehouse management system in place. It was starting entirely from scratch.

The digital backbone of the connected retailer
connecting every part of your business to your customers

The seamless transfer of data, stock management and order fulfilment in the new warehouse was easily traceable and streamlined for our client. It was an extremely successful implementation.

"The implementation was at a new Clipper distribution centre and the Sanderson team was on hand every step of the way to not just solve problems, but also pass on the knowledge so that we'd be able to resolve issues internally in the future," says Kilduff.

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Flexible service
This first Priam implementation got the ball rolling and Clipper recommended the Sanderson system for a second client.

As is characteristic of Clipper's business, the client had completely different requirements; this time, the business had started very small, but had experienced rapid business growth. It was completely new to ecommerce, had a brand new website but it was not used to storing such high levels of stock, so desperately needed warehouse space.

The responsiveness of the Sanderson team and the flexibility of the Priam solution have allowed Clipper to adapt and continue to deliver its high quality service.

The result? More and more referrals from clients. Priam has proved the right choice to help the company build on its portfolio, the perfect solution for SMEs, and it is now also providing growth opportunities with larger organisations.

Efficient solutions
Clipper is able to pick, pack and process orders for its growing client list, with reports sent directly from Priam to the client, ensuring full visibility. Using HHTs allows for paperless processing and provides further efficiencies for inbound deliveries and order picking, meaning day-to-day business is fully streamlined. Rapid implementation without cutting corners means diverse retail challenges are easily handled too. 'The Sanderson system allows us to respond very quickly to our customers' needs. We're better placed to help customers with tight schedules," Kilduff says.

Clipper is always looking for new ways to improve its customers' operations and performance. When one of its large clients was awaiting delivery of new stock and faced mounting orders, but did not have a warehouse of its own, time was of the essence.

"We allocated them 100,000 ft^2 of warehouse space and got them up and running on the Sanderson system within three weeks," Kilduff says.
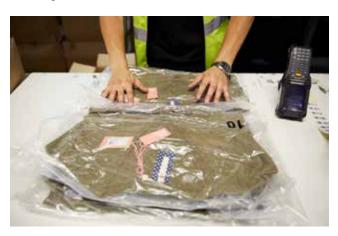
It's not just about speed of fulfilment, but also ensuring efficiency in the warehouse, with exactly the right stock available at the right time. Clipper is using Priam to bring superior service to a well-known luxury fashion brand, and in turn, helping it to increase sales.

An enduring partnership
With the Clipper team managing projects and Sanderson delivering the technology, training and programming, the two companies work hand in hand to great success.

"We have a great working relationship. Sanderson is very proactive and as the Priam solution is continually updated for improved operational efficiencies, we're able to offer a lot more to our clients in the way of functionality, even for those with smaller budgets."
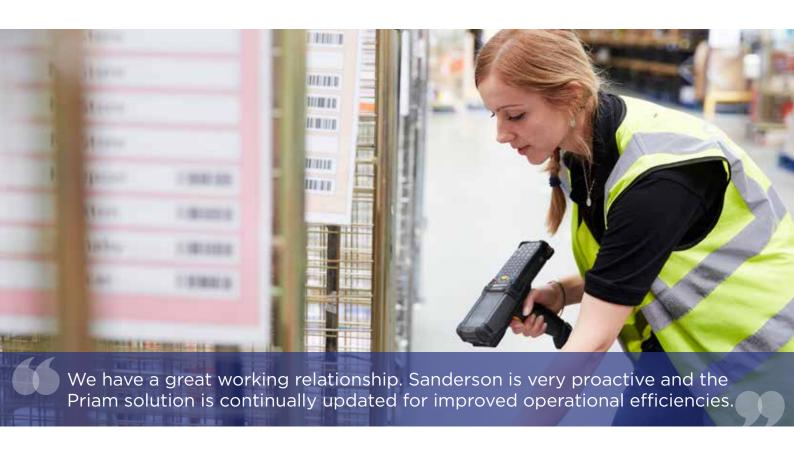
This is proving particularly useful for Clipper's retail clients. Sanderson has recently helped the company increase efficiency in its packing process with further Priam functionalities. The solution has been adapted to allow for retail replenishment and e-fulfilment, together with improved scanning and more precise tracking.

What does the future hold?

"With larger companies as well as smaller enterprises, supported by Priam, we're looking forward to continuing to work with Sanderson, being able to add more value to our customers, continuously improve our service and grow our business.

With the acquisition of additional retail, ecommerce and fulfilment clients, we're going from strength to strength."

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Retail stores

eCommerce

In-store technology

Mail order

Market places

Mobile

Self-service kiosks

Digital signage

B2B

Payment gateways

EPoS

Responsive websites

Click & Collect

Fulfilment

Multi-channel order management

Marketing

CRM

Analytics

Financials

Buying & merchandising

Warehouse management

Business intelligence

Forecasting

Foreign markets

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