



RETAILER CASE STUDY

# Convenience Meets Efficiency Driving Dillard's Omni-Experience

**Dillard's** "The style of life" is more than just a catch phrase at Dillard's. It is a culture created by their founder, William Dillard in 1938. Dillard's Inc. ranks among the nation's largest fashion apparel, cosmetics and home furnishings retailers with annual sales exceeding \$6.4 billion. Dillard's focuses on delivering maximum fashion and value to shoppers by offering compelling selections complemented by exceptional customer care.

Dillard's stores offer a broad selection of merchandise and feature products from both national and exclusive brand sources. Dillard's operates 284 locations and 18 clearance centers spanning 29 states as well as an online store at [www.dillards.com](http://www.dillards.com).

In 2009, Dillard's expanded into their new e-commerce warehouse in Maumelle, AR. Before teaming with Logistyx, the company wanted to grow its business but needed a single solution that would keep pace with significant growth in e-commerce sales, meet increased customer expectations and automate shipping processes, regardless of shipment origin. Dillard's wanted to ship e-commerce orders as quickly as possible, exceeding customer delivery expectations.

Dillard's does a lot of shipping at the store level through their "find program." This is a program that uses their order management system to locate the exact item a customer desires and ships it from that specific store. All e-commerce orders are shipped from the e-commerce warehouse if inventory is available. If the warehouse doesn't have the item, Dillard's accesses store inventory to meet the customer's needs.

Dillard's evaluated Logistyx Technologies' ability to integrate into the entire shipping, order fulfillment and packing process. They also assessed Logistyx's multi-carrier rate shopping functionality, as this was critical to their business model. Following these

reviews, Dillard's concluded the Logistyx solution was the most robust for their requirements.



## LOGISTYX & FEDEX: PERFECTLY COMPATIBLE

Dillard's selected Logistyx Technologies integrated with FedEx® shipping functionality to simplify the delivery of items sold across their channels. The Logistyx Transportation Management Execution™ (TME) solution was chosen to streamline efficiencies within Dillard's network by managing and executing their routing guide, including time-in-transit variables, and managing all FedEx and USPS carrier compliance, labels, manifest, and EDIs.

Logistyx TME also works with the Warehouse Control System (WCS) in place to weigh, print, route (dynamically), and apply the label and packing slip while the cartons move along the conveyors.

Logistyx Technologies enables businesses to quickly fulfill orders and increase customer satisfaction and loyalty by offering a suite of automated shipping solutions integrated with a global transportation network. Logistyx TME is flexible and enables shipping services beyond the standard FedEx offerings, including FedEx Express, Ground, Home Delivery, and SmartPost. Logistyx meets unique requirements to optimize businesses' transportation performance while providing complete visibility and control for inbound and outbound shipments.

Dillard's is planning to use both companies to enable routing guide compliance and shipping from their stores and other distribution centers to decrease transit times and increase inventory efficiencies.



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#### **TME IS A FEDEX COMPATIBLE PLATINUM SOLUTION.**

**Logistyx TME** is a comprehensive enterprise platform that helps some of the largest worldwide commerce companies ship better and save money. Logistyx TME replaces disparate manual processes and poorly or non-integrated shipping machines and carrier provided software.

Logistyx offers global transportation management software (TMS) product solutions along with professional services to implement cost-effective inbound and outbound solutions with one goal in mind: to help customers ship better and save money. Whether shipping 3 or 3,000,000 shipments per day, Logistyx provides software to fit your needs and budget.

#### **BENEFITS**

##### **Simply Point & Click.**

Logistyx delivers simple solutions to complex problems. Measure carrier performance, plan routes, execute shipments, track down to line item detail, and settle carrier invoices with integrated audit and payment services.

##### **FedEx Compatible.**

FedEx Compatible helps you choose a single third-party system with FedEx shipping functionality integrated into it.



Logistyx Technologies offers flexible multi-carrier shipping software solutions that help companies reduce order-to-delivery costs while boosting efficiency and choice.

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