



Success Story | Rawlings® Sporting Goods



Mobilizing Warehouse Operations for the Win

Rawlings Sporting Goods is the official ball supplier to Major League Baseball® and is a leading marketer and manufacturer of baseball equipment and other sporting goods. Since the company's inception in 1887, Rawlings' mission has always been centered on enabling participation by developing and producing innovative, high-performance sports equipment and protective apparel for the professional, amateur and entry-level player. With their wide range of baseball, basketball and football game-related product lines, Rawlings is present almost everywhere team sports are played.

The Challenge

Rawlings struggled to quickly and accurately fulfill orders with manual, paper-based warehouse processes. Scaling inventory management across an expanding product catalog while also creating inventory visibility throughout their supply chain was becoming even more of a challenge. In order to keep up with customer demand, Rawlings turned to DSI to help them automate their inventory management processes. Their goal was to improve workforce productivity, reduce unnecessary operational costs, increase inventory accuracy and ultimately to get product in the hands of their customers as quickly as possible.

The Solution

To leverage the power of its enterprise software investments, Rawlings integrated the DSI® Platform with Oracle's JD Edwards World and the JD Edwards Warehouse Management System (WMS). DSI implemented a mobile data collection solution deployed on Motorola 9090-G wireless handheld devices directly to the warehouse floor.

With the DSI solution in place, Rawlings experienced real-time connectivity between their ERP system and workers on the warehouse floor. Connecting warehouse staff with real-time access to inventory increased order accuracy and drove operational efficiencies throughout their organization.

"DSI gave us the flexibility to enhance the WMS to better meet our needs. It allowed us to complete the project on time and on budget," said Jack Matthews, Rawlings' Director of IT.

Highlights

- Scalable inventory management solution replaced manual paper-based processes
- Mobile-first apps created inventory visibility across all operations
- Sustainable benefits proven with consecutive four-year cost decrease
- Flexible solution allowed for faster, more accurate, order delivery

"I don't think porting applications to other locations could be any smoother or faster than it's been."

— CLAUDE TOUGAS, SYSTEMS ANALYST,
RAWLINGS



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The Results

One of Rawlings's most important warehouse performance metrics is its cost-per-carton, which includes all the variable labor costs incurred while preparing a carton for shipment. Since implementing mobile-first data collection solutions on DSI's Platform, Rawlings has reduced its cost-per-carton from \$1.16 to \$0.61, a 47 percent reduction. The cost-per-carton has decreased for four consecutive years, showing how DSI® provides sustainable benefits by giving users the flexibility to make continuous improvements. As inventory accuracy has increased, Rawlings has reduced the value of its inventory write downs by 50 percent and back orders have been reduced more than 75 percent.

"We've been able to go from being a good performer to a top performer," said Campbell. "I've got e-mails from customers stating that we're 'the best' at delivering sporting goods. For operations and customer service, we've been able to hit back-to-back home runs with the implementation of the DSI Platform, Motorola, and Oracle's JD Edwards WMS."

These incredible results prompted the company to investigate whether supply chain processes at their other warehouse locations would also benefit from DSI's digital supply chain solutions. Because the JD Edwards infrastructure was in place across Rawlings' operations, it was easy to expand the deployment of DSI mobile apps across all points to achieve total inventory visibility.

Challenges

- Ability to accurately and efficiently fill orders
- Managing disparate inventory with paper-based processes
- Integrating their current system to the new solution
- Improving worker productivity to lower operational costs

Results

- Value of inventory write-downs reduced by 50%
- Backorders reduced by more than 75%
- Cost-per-carton reduced from \$1.16 to \$0.61, a 47% reduction
- Increased customer satisfaction rates



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