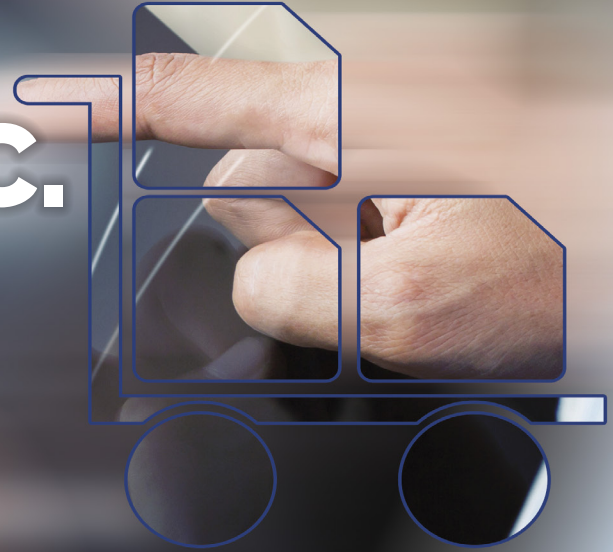


# CASE STUDY: KINSEY'S ARCHERY PRODUCTS, INC.



## TECHNOLOGY:

MS Dynamics NAV ERP  
HighJump WMS

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SUPPLY CHAIN NETWORK SOLUTIONS

Kinsey's Archery Products, Inc. is a leading business-to-business distributor of outdoor and archery products, serving more than 4,000 retailers worldwide. A four-generation family company founded in 1952 with headquarters in Mount Joy, Pennsylvania, Kinsey's is widely recognized as one of the top distributors in the hunting industry.

A cornerstone of Kinsey's competitive success has been its forward-looking and innovative use of warehouse technology. Over fifteen years ago, Kinsey's became one of the first small to midsize (SMB) distributors to utilize RFID scanners, conveyors and warehouse management software (WMS). These technology investments are still paying off in today's ultra-competitive, fast-paced distribution environment.

## THE "BEFORE" PICTURE

Before implementing WMS, Kinsey's growth capacity was constrained by efficiency, accuracy, space utilization, and cost issues around order fulfillment. "Before WMS we had inventory stuck anywhere we could find a spot," recalls Sherri Kinsey Gorman, Vice President of Operations and Administration. "You had to know exactly what and where everything was, which really limited who could pick orders."

As Kinsey's order volume grew, the lead-time on shipping orders became unacceptable. "Competition was increasing and we were under pressure to ship faster," adds Rick Kinsey, Vice President of Sales. "Same-day shipping was becoming an industry standard, but prior to automation it would take us two to three days to fill an order."

## BENEFITS

- Improved labor efficiency due to a significant reduction in manual effort
  - Ability to reallocate labor and to increase work volume without hiring as many new staff
  - Faster outbound shipment process for increased shipping volume and more orders per day shipped
  - Higher pick/pack rates
  - Reduced picking times
  - More lines picked per shift
  - Increased overall speed of warehouse operations
- Reduced stock (inventory)
  - Improved inventory accuracy
  - Real-time inventory visibility
  - Simplified inventory auditing
- Competitive differentiation
  - Superior customer service
  - Better fill rates than competitors
  - Improved order accuracy
  - Enhanced reputation driving more new business

At the time, Kinsey's had a single warehouse building, which seemed to be operating at capacity. Through discussions with warehousing experts Kinsey's realized they were not using their cube space optimally. Should they put their money into a new building, or instead invest in technology to improve the efficiency and effectiveness of operations within their current space?

This question prompted research into how the Internet was changing supply chains, as well as site visits to see first-hand how large distributors were innovating with cutting-edge warehouse technology. "We'd heard the buzz about RFID and WMS, and wanted to see what it could do for us and whether it could be affordable for a company our size," states Mr. Kinsey. "We knew we weren't going to be able to grow if we didn't do something to utilize technology—simply adding more people would've been too expensive."

### THE SOLUTION: INTEGRATING HIGHJUMP WMS AND MICROSOFT DYNAMICS NAV

Ultimately, Kinsey's became one of the first SMB distributors to embrace warehouse automation. Central to Kinsey's successful technology adoption was its longstanding relationship with supply chain and technology service provider, iCepts. Already a trusted partner supporting their server infrastructure, network, and ERP, iCepts was instrumental in helping Kinsey's evaluate and choose a WMS solution that could integrate with its Microsoft Dynamics NAV ERP system.

Since that time, Kinsey's warehouse automation and WMS investments have enabled them to keep pace with ongoing growth and industry changes to emerge as a clear leader. New customers often seek out Kinsey's on the basis of their unsurpassed reputation for reliability and service levels.

Before implementing WMS, Kinsey's had about 5,000 to 6,000 SKUs and processed about 150 orders per day. Today they stock over 20,000 items and process up to 1,200 orders per day at busy times: that's one order every two to three seconds. They have also added a second 50,000 sq. ft. warehouse and a separate retail facility.

Kinsey's quickly outgrew the WMS system they initially chose before settling on HighJump. "As we've grown rapidly and significantly, HighJump has stayed with us," explains Ms. Gorman. "The size of our database, the number of SKUs we added, the different information we needed to get, new shipping channels, additional ways to pick orders – HighJump has handled all those changes and more."

HighJump supports both pick-and-pack for larger dealer orders or wave picking on smaller drop-ship orders, a service that Kinsey's recently began offering. HighJump also enabled Kinsey's to pick orders out of two warehouses at the same time as it transitioned from one to the other.

HighJump always keeps its WMS integration up-to-date with the latest Microsoft NAV version, as well as supporting earlier versions. It also integrates with Kinsey's Clippership third-party shipping software. Data moves automatically from NAV to the WMS to Clippership and back.

### RESULTS

According to Ms. Gorman: "Our HighJump WMS enables us to take orders in a very efficient fashion, disseminate them to a separate warehouse facility, and then logically, correctly, efficiently, and effectively pick, pack, and ship those products, so that orders that are called in today ship today."

"Because of how efficiently we can move that product through our warehouse – the way we can account for it, receive it, get it placed, get it picked and ship it – the WMS also

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- **Sherri Kinsey Gorman, Vice President of Operations and Administration, Kinsey's Archery Products, Inc**

enables us to turn our inventory over literally six times per year," continues Ms. Gorman. That means rapid identification of issues with receiving, for example, as well as a much quicker and more accurate audit process.

"Inventory accuracy is incredibly good," cites Mr. Kinsey. "It's gotten to the point that customer service doesn't question it. If the system says there's one in the bin, there's one in the bin."

A further benefit of the HighJump WMS is improved labor efficiency. For example, when it relied on paper pick tickets Kinsey's employed two or three full-time staff to manually double-check orders for accuracy before shipping. Now that picks are scanned those roles have been eliminated.

A less tangible but equally important benefit is clear competitive advantage, enabling Kinsey's not only to ship more orders but also to acquire and retain more customers. "Our inventory accuracy enables us to have a great fill rate for our customers and obviously some people come to us because of that," Mr. Kinsey confirms. "Accurate inventory benefits all the people both internally and externally who need to know that information, which in turn makes us more efficient and effective end-to-end."

"There's no question that our order processing efficiency has enhanced our reputation and helped us get more business," asserts Ms. Gorman. "It has enabled us to become the largest distributor in this industry."

#### ABOUT ICEPTS TECHNOLOGY GROUP

For over 35 years, iCepts Technology Group, Inc. has been working with wholesale distributors, manufacturers and other industries with various supply chain management technologies to help these organizations achieve greater efficiencies, streamline their unique business processes, and gain access to vital business reporting to stay competitive plus profitable.

#### ABOUT HIGHJUMP

In almost every industry, buyers are becoming more fickle, and more demanding. For logistics executives, effectively meeting buyer needs has become a relentless quest for speed and agility. Traditional supply chain solutions – siloed, complex, and hard-to-implement – no longer suffice, as competitors find ways to deliver goods faster and more profitably.

In today's "now" economy, HighJump helps you stay agile, with adaptable, connected solutions that harness the power of your trading partner community. From the warehouse to the storefront, from the desktop to the driver's cab, we can help you achieve new levels of supply chain responsiveness, performance, and profitability.

HighJump's suite of warehouse management, business integration, transportation management, and retail/DSD solutions form a complete, powerful, and adaptable platform that allow you to drive growth, customer satisfaction, and revenue.

**HighJump: supply chain accelerated.**

[www.highjump.com](http://www.highjump.com)



#### THE HIGHJUMP TEAM IS HERE TO HELP!

If you have any questions regarding HighJump or how our products can improve your business, our passionate team is here for you.

**Call us today at 800.328.3271. or email [info@highjump.com](mailto:info@highjump.com)**

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