

# Rotary Transforms Fulfillment Operations To Meet Next-Day Delivery Demands While Reducing Labor Costs



Rotary Corp., based in Glennville, GA is the world's largest supplier of outdoor power equipment parts, tools and accessories, serving mass merchants, OEMs, repair shops and domestic and international distributors. In the face of rising demand and shipping volumes, Rotary's management team recognized that their current fulfillment systems and processes would not be able to scale to continue to meet their customers' next-day delivery demands.

Rather than building from scratch, the company embarked on a seven-month project to reconfigure its 250,000 square foot central DC and reengineer its fulfillment processes. Part of the solution was the Lucas Mobile Work Execution system which provides optimized voice-directed picking and replenishment alongside Rotary's legacy LogPro WMS.

"We began the journey with a detailed assessment and financial analysis of multiple alternatives," says Ed Nelson, Rotary president and CEO. "This ultimately resulted in a new and enhanced process flow for our shipping operations including warehouse inventory management, automated voice selection, advanced handling equipment and a redesigned conveyor system."

The reconfigured DC includes a new two-level split case picking module, reconfigured full and split case picking areas and automated conveyors to QC and packing on a mezzanine. An outbound sortation system completed the infrastructure retrofit.

## Mobile Work Execution at Rotary Corp.

On the software side, Rotary made some changes to the WMS and added the Lucas Mobile Work Execution system to enable optimized picking workflows across multiple order types. Lucas Engage work execution software integrates with the WMS and creates units of work to optimize pick density and throughput. It then orchestrates the picking across the reconfigured warehouse areas. Prior to the redesign, orders had to be segregated and picked by transport type (small parcel, LTL, etc.), using an RF process directed by the WMS. Engage also provides dashboards that give managers and supervisors real-time visibility into work in process, associate productivity, and exceptions, helping them to efficiently allocate staff and manage work.

In the new system, workers in the DC use Lucas Move mobile applications, featuring Jennifer voice, for picking and replenishment. The application provides a hands and eyes-free process while enabling the creation of new workflows like bucket brigade and pick-to-tote styles for fast moving piece pick items.

### Labor Benefits

- » Reduced training
- » Reduced picking hours 25% while increasing volume
- » Replenishment productivity increased over 10%
- » Eliminated seasonal temps
- » Increased wages and reduced total labor costs

### Customer Service Benefits

- » 99.9% same-day shipping
- » New records for daily and monthly shipping volumes
- » Increased picking accuracy

## The Results

The reconfigured DC has met all of the company's goals. Rotary has set new daily and monthly shipping records while improving order accuracy and achieving 99.9% same-day shipping rates on all orders received by 4 pm. Prior to the reconfiguration and addition of the Lucas solution, it would take up to twelve hours to complete picking all orders. Today, the same staff is able to pick a higher number of orders in 9 hours or less, a reduction of about 25% in picking hours. Replenishment productivity has increased at least 10 percent, and the Lucas solution has significantly reduced stock outs in forward pick locations.

With the improved efficiencies, Rotary no longer needs temporary workers for their busy summer season and they have not had to add any new workers, despite increased throughput. Finally, Rotary has steadily increased hourly wages while annual hourly payroll costs in the DC have declined due to the improvements in efficiency and productivity with fewer employees.



## About Lucas Systems, Inc.

Lucas provides solutions for intelligent mobile work execution that transform DC operations. We improve hands-on processes and workflows to help people work smarter and dramatically increase productivity and accuracy.

Beyond our passion for process, Lucas has a unique track-record of customer success that translates into an intensely loyal, committed customer base. We work with single-site DCs and large multi-national distributors and retailers across a wide range of industries. Tens of thousands of users at companies like Cardinal Health, The Container Store, C&S Wholesale Grocers, HD Supply, Kennametal, Rust-Oleum and True Value use Lucas Mobile Work Execution solutions every day.

For more information, visit [www.lucasware.com](http://www.lucasware.com).