

Indigo Living

When Technology and Lifestyle Cross Path and Result with Flying Colours
科技與時尚偶遇 營造出色成效



“ Every minute counts in retail. Without standards enabled technology - RFID, we will lose our competitiveness on quick response. With the implementation on item level tagging, it vastly increases our inventory visibility and response capability, our time to response has improved over 50%.

Mr. Alan Tse, Head of Operations



Challenges

Retail business has always been at the forefront of early adopter of technology to reshape consumer experiences and business process. One example is the use of RFID technology, which penetrates virtually every aspect of retail operations.

To prepare for the new season of furniture catalogue called the Lookbook, Indigo Living was faced with a colossal task at hand - in transporting hundreds of items from the warehouse to 4 different shooting locations for a one-week photography session. The furniture pieces range from a 3-seater sofa to a tissue box, and some with detachable components that need to be detached and pieced together between the moves.

Having awared of the magnitude and difficulties of the task, Indigo Living sought help from GS1 Hong Kong's Supply Chain Management Professional Services (SCMPS) Team for advice and solutions on how to move the furniture efficiently within a critical time frame.



Solution

After careful assessment, SCMPS team advised the company to leverage RFID tagging system and helped develop a temporary Warehouse Management System (WMS) to facilitate the demanding transport exercise. By attaching hundreds of items with RFID tags, Indigo Living staff can easily identify and record in real time all the inventories that were moved out of the warehouse, and still keep track of the whereabouts of each and every piece of item at the 4 shooting locations.

The RFID implementation and the customized WMS had significantly reduced the company's manpower on such project, whilst improving the inventory visibility and accuracy with automatic wide-area scanning in operation.

Indigo Living will continue the application in the next season of Lookbook shooting session. In light of the rapid growth of omni-channel retailing and diversification of product portfolio, the company is also considering to extend the RFID system application to the entire supply chain, from goods receiving to goods dispatching, so that they can optimise their inventory level and offer even better service to their customers.

Benefits

The power and versatility of RFID tagging system coupled with WMS supported the company remarkably in the following aspects:

- 1 • Saved up to 70% of time, compared with manual record, for item check-in & out of warehouse and various locations;
- 2 • Increased 80% of inventory accuracy compared with manual tracking;
- 3 • With WMS, staff can better forecast and manage inventory, improving item availability for use in store, showroom or clients who lease the items.

GS1 standards used or solution(s) / service(s) applied

- Warehouse Management System (with RFID technology)
- Supply Chain Management Professional Services

About the Company

Indigo Living began in 1979, as a fashionable upscale retailer of furniture and home accessories as well as baby and child products in the Hong Kong, China and the UAE markets and beyond. They also provide furniture leasing packages for their corporate expatriate clients as well as individual clients looking for short or long term rental options.

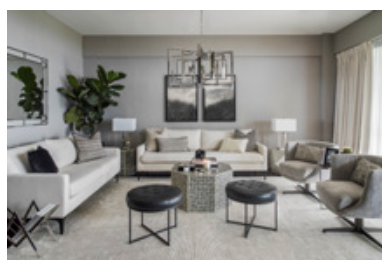


挑戰

零售行業一向以來都是應用科技的先驅，全因科技能重塑消費者體驗及商業流程。無線射頻識別(RFID)技術應用就是一個例子，相關技術已於零售行業不同營運層面上廣泛使用。

Indigo Living在製作名為《Lookbook》的新一季傢俱產品目錄時，面對一項艱巨任務。公司需要將數百件傢俱運送往4個不同拍攝地點，以進行一星期的拍攝工作。傢俱種類各有不同，當中有的是3座位梳化、有的包含可拆卸組件，並在不同拍攝場景之間需要反覆拆卸重裝，過程繁瑣。

考慮到該項工作的規模及難度，Indigo Living決定向香港貨品編碼協會的供應鏈專業服務(SCMPS)團隊尋求意見及解決方案，務求於指定時間有效地將傢俱移送。

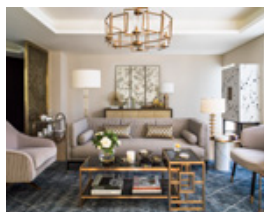


解決方案

經過仔細評估，SCMPS團隊建議公司利用RFID標籤，並協助公司建立了一套臨時倉庫管理系統(Warehouse Management System, WMS)，以應付這項嚴謹的運輸工作。透過貼在數百件傢俱上的RFID標籤，Indigo Living員工可以輕鬆識別及實時記錄從倉庫中移出的所有物品，並可實時追蹤散佈於4個拍攝地點每件物品的下落。

利用RFID和度身訂制的倉庫管理系統，公司大大降低了此拍攝工作的人力資源需要，而利用自動廣域掃描則有效提升了庫存的透明度和準確度。

Indigo Living已決定繼續沿用方案，安排下一季《Lookbook》的拍攝工作。面對全方位零售的快速增長，而公司產品組合亦越趨多樣化，公司也正考慮將RFID系統的應用擴展至整個供應鏈收發貨物的流程上，有助公司優化庫存水平，提升客戶服務質素。



“零售業界往往分秒必爭。若沒有配備以標準為基礎的RFID技術，我們可能喪失迅速回應的能力。實施了RFID單品標籤系統後，大幅增加了我們的倉存透明度，而回應能力更改進了逾五成以上，非常出色。

營運總管謝嘉駿先生

”

效益

結合RFID標籤系統與WMS後，Indigo Living能坐享多項強大功能，為公司提供實質支持：

1. 相比人手記錄、以電子記錄物品在倉庫和各地點之間運輸的時間，節省達70%；
2. 與人手操作相比，追蹤庫存量的準確性提高了80%；
3. 員工能利用WMS更有效地預測和管理庫存，充分發揮傢俱在零售舖、展示廳或租賃傢俱業務上的不同用途。

應用的GS1標準或方案 / 服務

- 貨倉管理系統 (及射頻識別技術)
- 供應鏈管理專業服務

公司簡介

Indigo Living始創於1979年，專門銷售潮流時尚的傢俱飾品及嬰幼兒產品，於香港、中國內地、阿聯酋以至其他市場均有業務。公司亦提供傢俱租賃服務，為企業客戶的海外僱員及個別客戶提供短中長期的租賃選擇。

