

## The Company:

# HunterDouglas

W I N D O W F A S H I O N S

### A Leading Manufacturer of High Quality, Innovative Window Coverings.

Hunter Douglas Window Fashions manufactures high-quality custom window coverings and their related components designed to provide window treatment solutions ranging from privacy to light control, while offering the latest in style and innovation.

Originally formed in 1919 as a machinery distribution company in Germany, it was the development of a new technology to produce lightweight and durable aluminum in 1946 that shaped the multinational company that exists today. Part of the European-based Hunter Douglas Group (HUDN), Hunter Douglas is headquartered in Upper Saddle River, New Jersey, and employs a workforce of 3000 across its eight US manufacturing and shipping locations.

### The Challenge: Capitalize on Logistics Efficiency.

Hunter Douglas ships approximately 500,000 packages a year, to a large global dealer network consisting of retailers and interior designers. Most shipments are dispatched via small parcel carrier, which means that the variety of service levels and costs of shipping can vary greatly by region and carrier. A long-time user of SAP, Hunter Douglas had relied on another third-party solution for their transportation needs. However, the software had some inherent limitations that prevented a full upgrade, restricting Hunter Douglas's ability to respond to a changing market and business model.

"PRECISION allows us to meet our customers' expectations and demands, by providing more service level options, and at the same time manage internal processes and expenses."

Joanne Johnson, Senior Analyst, Hunter Douglas.

While the high-end window fashion business was being squeezed due to the downturn in the US housing market, carrier fuel surcharges and overall costs were increasing. Hunter Douglas needed to adapt its internal processes to control costs while still meeting customer expectations and demand.

### Highlights

#### COMPANY

Company Name... Hunter Douglas  
 Industry..... Consumer Products  
 Products ..... Window Treatment Solutions  
 and related components

#### SOLUTIONS

ERP and WMS .... SAP and Legacy WMS System  
 TMS..... PRECISION  
 Languages..... English  
 Number of Sites... Eight  
 Time to Benefit .... Six Months

#### RESULTS

- Improved Customer Service
- Increased Carrier Service Level Offerings
- Shipment Cost Reductions
- Ability to Pass Discounted Rates to Customers
- Efficiency gains in Logistics Department
- Greater System Reliability with PRECISION

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Joanne Johnson, Senior Analyst, Hunter Douglas.

## **The Solution: Single System Simplifies Shipping Operations.**

To meet its need for a scalable and flexible transportation management system that integrated with its core ERP system, Hunter Douglas chose the PRECISION solution from Precision Software, a division of QAD. Prior to purchasing Precision, Hunter Douglas had considered a number of other solutions on the market. However, it recognized the Precision Software solution to be the best fit for its requirements. Joanne Johnson, Senior Analyst at Hunter Douglas, explained the rationale behind the company's decision to choose PRECISION. "The primary focus was to replace our existing outdated software solution and allow full carrier services, as well as the initial expectation of integration with our ERP system." And while Hunter Douglas's implementation plans would change from integrating to the ERP system to that of its in-house WMS system, "the adaptable nature of Precision enabled a straightforward 'black-box' deployment in a very short timeframe" says Johnson.

## **The Benefits: Top Productivity and Scalability.**

Hunter Douglas has completely replaced its previous system's offerings, allowing multi-carrier shipments via one system. This has resulted in greater consistency and continuity across all company divisions. In addition, PRECISION has facilitated enhanced carrier compliance and provided Hunter Douglas with the ability to update and/or upgrade carrier offerings as and when required.

When PRECISION went live, Hunter Douglas started to realize tangible benefits immediately. "Users are now more easily able to process, change, void shipments, as well as utilize service levels which were unavailable in our legacy system," explained Johnson. "PRECISION allows us to meet our customers' expectations and demands, by providing more service level options, [and at the same time] managing internal processes and expenses." Other confirmed benefits include cost reductions through the ability to pass freight discounts to the company's customers (this was not available in Hunter Douglas' previous system), increased efficiency through ease of use for shipping clerks, and greater reliability through minimal system downtime as well as easier and faster routine updates.

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Joanne Johnson, Senior Analyst, Hunter Douglas.

## **The Future: Delivering benefits up and down the supply/demand chain.**

Hunter Douglas will look to expand the system to foreign shipment processing, including generation of export documentation. Johnson concluded: "PRECISION was selected for its long-term potential, with international documents and reporting capabilities, as well as the initial expectation of integration with our ERP system. We look forward to working with Precision Software to realize the solutions full capabilities".

**A World Trading With Precision.**  
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