



**SDI**

LACOSTE  
CARLSTADT, NJ

CASE STUDY

211

SPEED  
ACCURACY  
SPACE EFFICIENCY



# KEY HIGHLIGHTS

## The SDI Solution for LACOSTE

**CONSULTANCY APPROACH** SDI partnered with LACOSTE, and analyzed the data to help them decide which was the best-fitting solution to make their flow transition from B2B to B2C.

**AUTOMATED SOLUTION** Upgraded and integrated four software systems, the WCS, the unit distribution sorter, print and apply system, and shipping system.

**ENHANCED OPERATION** The solution has increased operational performance and efficiency, while reducing labor force and costs.



### THE CHALLENGE

As E-Commerce sales continue to rise across retail every year, LACOSTE has not been exempt from this phenomenon. There are many challenges that occur when adapting to run omnichannel as smoothly as possible. Often, finding the right solution includes a healthy dose of trial and error.

LACOSTE originally went with a B2B solution, where they would send their product to a Distribution Center that also has an online platform, and they had their orders fulfilled and managed directly from there. Dealing with a B2B was not a match for LACOSTE because keeping the integrity of the brand became a challenge. LACOSTE was unsatisfied with the service they were receiving, the quality of packaging, fulfillment, and management of the product.

Corporate was not satisfied, so LACOSTE started looking for a more efficient solution that could be achieved immediately and would satisfy both, corporate and the end customer.

“It is essential for LACOSTE to fulfill our goal of becoming an Omni channel company,” Seth Beardsley, LACOSTE director of supply chain, said.

### THE SOLUTION

LACOSTE had to change the flow from B2B to B2C. SDI thoroughly evaluated LACOSTE’s needs, and decided to upgrade and integrate four software systems, including the WCS. Others included the unit distribution sorter, print and apply system, and shipping system.

The solution had to maintain an 89.5% Service Level Agreement pick ticket within 24 hours.

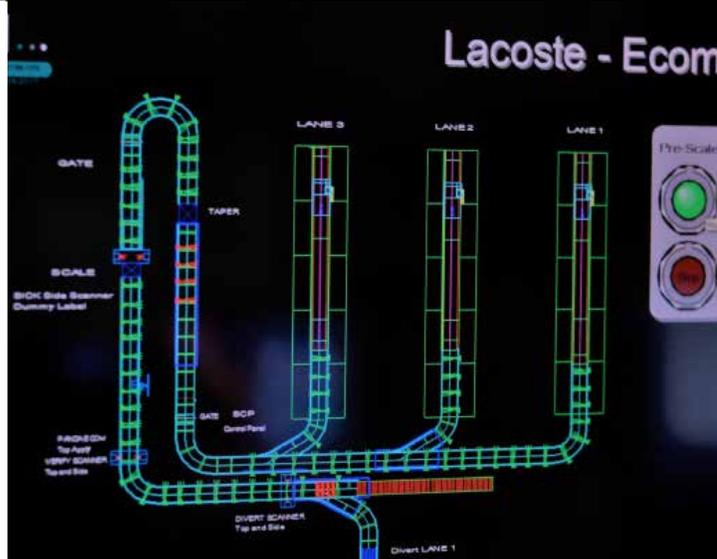
The project brought to life the vision of our business-to-consumer distribution, which is being realized today,” Beardsley added.



## THE SYSTEM

The system provided LACOSTE with an easy-to-use interface that has allowed employees to adapt and adopt it very quickly. SDI made sure to build flexibility into the system to allow it to effortlessly evolve with any future expansions.

While SLA was supposed to be kept at 89.5%, LACOSTE never went below 90% on startup and currently sit at 99.5% due to human errors, not systemic ones.





## ABOUT LACOSTE

Lacoste is a French clothing company, founded in 1933 by tennis player René Lacoste and André Gillier. It sells high-end clothing, footwear, perfume, leather goods, watches, eyewear, and most famously polo shirts.

## ABOUT SDI

SDI is an innovative provider of systems and solutions to the retail, wholesale, fulfillment, and e-commerce industries for all aspects of Distribution Center materials handling.

As both consultants and systems integrators, we provide clients with a total logistics solution package, which includes materials handling consulting, as well as design, engineering, fabrication, installation and integration services.



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