WAERlinx for NetSuite
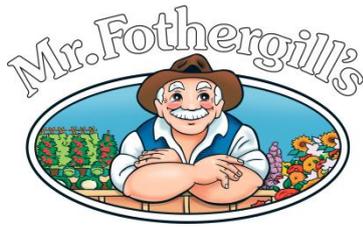**Case Studies – Mr Fothergill's Seeds**

Mr Fothergill's Seeds installs WAERlinx to improve efficiency across three sites.

Mr Fothergill's Seeds Ltd is an established UK supplier of gardening products including flower and vegetable seeds, young plants, soft fruit trees and a range of garden equipment, fertiliser, pest control etc.

They have a broad mix of customers; both B2B e.g. garden centres and DIY merchants; and B2C e.g. allotment associations and consumers.

The Detail

Fothergill's has been using NetSuite for several years and they approached Waer Systems to provide better warehouse management across its three sites. WAERlinx' renowned flexibility meant that the company's specific requirements were easily accommodated into the package, including:

1. A feature to allow the **automatic build of works orders** and commit the inventory to sales orders with minimal user involvement.
2. The introduction of barcoding and scanners for receiving, putaway, pick and ship at their Kentford facility (including the ability to **cluster pick** a number of sales orders)
3. Production of delivery notes that reflect the appropriate brands
4. **Integration to a number of carrier systems** using GFS - Hermes, Royal Mail, Secured Mail, DX Nightfreight.

The company ships a huge number of order lines. For example, in one week they shipped over 16,900. So the potential for efficiency savings was huge.

The Solution

Automatic Build of Works Orders
Once the inventory is received in WAERlinx, the purchase order is updated in NetSuite and the inventory is committed. WAERlinx users then release the items for picking by brand and/or product category.

WAERlinx adds the items to pick lists which are then given to the service provider, Rookery Farm Packing to manage all picking, packing and shipping of the items.

Once the items are physically picked and checked, packing lists and delivery notes are printed, and NetSuite is updated. Once packed, the shipping label is scanned and the carrier booking is made.

Cluster Picking
This new feature in WAERlinx allows the user to restrict the number of sales orders assigned to a picker, giving Fothergill's the flexibility to choose how they set up their operation and allowing them to manage the picking and packing functions together, should they wish.

WAERlinx and NetSuite get sector-disruptor BUILT/ off to a flying start.

BUILT/ is a new business venture in partnership with a leading industry player that aims to completely change the way builders buy their materials in the UK.

Background

Historically, the building supplies sector for trade had a very traditional, relationship-based approach to commerce, with pricing for building supplies negotiated from customer to customer.

Those same customers, while very familiar with today's on-demand economy in their private lives, were not seeing it reflected in their business life. While the three issues of range, price and proximity were as important as ever, there was also a craving for consistency and transparency, which the traditional model could not easily deliver against.

Bringing the building supplies industry in line with other retail sectors, BUILT/ now provides customers with a range of choices for purchase and collection of materials, both online and in-store. This range of choices will cement BUILT/ as the number one retailer for the professional trade.

Realizing the Vision
The complex requirements of this project called for an extremely robust and forward-thinking ERP and WMS combination. The team at BUILT/ considered several options before settling on the combination of NetSuite with WAERlinx; clear winners in terms of their functionality and flexibility.

The Solution
A typical BUILT/ customer is a tradesperson or builder. They will place an order for building materials in advance and book a time slot to collect them. If they have added their vehicle reg. No. when ordering (where prompted) their license plate is registered on arrival and signs direct them to the BUILT/ Drive Thru, where BUILT/ operatives are ready at assigned collection points to load their materials. Each site is divided into a number of zones based on the type of material being stored.

Additionally, BUILT/ can ship materials to customers at a delivery address, or to collection lockers using their own vehicle fleet as couriers. The WAERpod Proof of Delivery app is used with drivers' iPhones to record delivery, keep customers informed of their order status and plan efficient routes, all of which is tracked and recorded back to NetSuite.

WAERlinx Development
BUILT/ has a complex and challenging set of requirements, however, WAERlinx' built-in flexibility makes it easy to modify to the solution in order to tailor it to the needs of the project, such as:

- Standard WAERlinx receiving and put-away combined into a single process, determining a location for put-away based on part No. parameters for that warehouse (with manual over-ride)

- Locations maintained where possible, presenting a shopfront-type experience to the customer

- Collection and delivery orders are prioritized and picked according to urgency

- Inventory is allocated and dispatched for convenience of pick and delivery

- Order amendments are captured in real time, hence they are managed in real time

- Customer ID is used to identify the order that is to be picked - and for matching it to the receipt signature

- Partial collection of an order can be recorded and logged if customers wish to return at a later time

The project is scheduled to go live in August 2017 and will challenge traditional thinking in this market. We are very excited to be working with BUILT/ on this brand new proof of concept.

WAERlinx – the definitive SuiteApp for warehouse management: