

CASE STUDY

The perfect fit

FabFitFun: Creating a model operation by molding a WMS around a business, instead of a business around a software



Snapshot

Company
FabFitFun

Industry
Subscription/eCommerce

Number of Employees
TBD

Warehouse Size
600,000 sq. ft.

Infios Competency
Supply Chain Software

Solution(s)
Warehouse Advantage

Complexity

Deploy a warehouse management system in a complex business operation to keep pace with immense growth.

Best practice

Tailoring a warehouse management system to scale and create a no-limit technology enabled operation.

FabFitFun flourishes

FabFitFun is an industry-leading lifestyle membership business/largest female-oriented subscription box, best known for their flagship product, the FabFitFun Box. Offering a wide array of products across beauty, fashion, fitness, health and wellness—delivered four times a year, once every season.

FabFitFun experienced 200% growth quarter over quarter for a couple of years. Scaling to that degree became hard to manage organically. In addition to immense growth, FabFitFun has a unique business model. Most traditional companies have one peak season a year, FabFitFun has four peak seasons. During each peak season they digest over one million orders in a matter of hours. To fulfill that demand they were hiring approximately 300 on-call associates for production alone. FabFitFun needed a solution that was scalable enough to meet multiple peak seasons annually, easy to train an incessantly changing associate team and flexible enough for a unique operation.

>\$10m
in savings

2/3
Cost reduction per
order during a
50% increase in
labor costs



**“I would without reservation
recommend Infios.”**

Julian Van Erlach
SVP Global Supply Chain and
Global Sourcing, Customer Service, FabFitFun

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In a bid to meet these needs, FabFitFun researched all leading warehouse management solutions, ultimately landing on Infios's Warehouse Management System (WMS). Infios's WMS stood apart from its competition due to unmatched ease of use, scalability, and a high level of technology integrations.

“A big selling point was the system's ability to handle enormous order volumes in short periods of time. The WMS's dexterity to ingest, wave, and make available an extensive number of orders in a subsequent amount of time,” said Julian Van Erlach, SVP Global Supply Chain Global Sourcing, Customer Service.

“As most modern companies, FabFitFun is a cloud first software company ... the Infios private cloud option was great for FabFitFun. It allowed us to have maximum security when choosing a solution,” said Mark Gavin, Senior Director of Global IT.

A custom solution

Infios successfully supported implementation and go-live, through the initial phase and multiple change cycles. “Their team was present on-site and remote. All the experiences with Infios's team were exceptional,” said Nathan Goodrich, Director of Inventory and Logistics. Within the first year they had already realized savings greater than the cost of the software.

A big component to Infios's warehouse management system was customization. In conjunction with the four peak seasons, the operation has a layered order process. First the subscription box goes into kitting, similar to a manufacturing process, because the box needs to have a certain level of presentation. The box includes eight items from 80 options, equating to about 500,000 possible variations. Next, customers can add additional items into the box via an eCommerce fulfillment process, with over 1,000 SKUs available. The system's ability to easily link to bolt-ons such as, cubing logic of cube by cube is vital to the operation. Another customization put to use was the custom reporting feature. The reporting allows the team to track the status of orders at every step and create a flow, eliminating overtime and reducing wait time. Additionally, the ease of customization allowed them to enable shipping sortation, cartonization, custom SKU logic and order waving. All are essential pieces to the operation.

The team generated tens of millions of dollars in savings due to its scalability and the ease of use. The WMS can process millions of orders over a span of a few hours. Furthermore, Infios's system offers a seamless workflow across all distribution center functions, while giving order visibility at the minute-level to the operations management on the floor. This leads to active collaboration among teams where orders are feeding a secondary or dependent asset. As a result, FabFitFun's innovative team, enabling Infios's WMS, has reduced the cost per order by two-thirds, in the face of a 50% labor cost increase.

Immense improvements were also noticed in labor. FabFitFun is a peaks and valleys company, bringing in approximately 300 on-call associates during each of the four peak seasons and reducing associates in between. Using Infios's WMS they have been able to reduce training from two days to two hours, as well as decrease the ask for on-call associates by 200%.

Results

FabFitFun realized key benefits from adding Infios's WMS:

- Reduction of cost per order by 2/3 during a 50% labor cost increase
- Decreased training from 2 days to 2 hours in each of the four peak seasons
- Reduced temporary staff by 200%

“Infios's software has a no-limit technology to the kind of creativity we can express in driving efficiency and adding clientele. We look forward to creating things together here ... through the combination of what we love doing and Infios enables us to do,” said Julian Van Erlach, SVP Global Supply Chain Global Sourcing, Customer Service.



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