

SHOP THE BRAND

 **hauck**

**WINNING GOLD**

at the 2024 Mother & Baby awards



**Kaliedy**

## Ireland's top-rated baby and nursery store chooses ProWMS for online customer ordering and stock management

The former Mothercare Ireland team operates an award-winning online store, Kaliedy.com, as well as a recently opened physical store in Bray, Co. Wicklow, Ireland. The company offers Ireland's largest range of baby and toddler goods, nursery items and toys. It stocks multiple globally recognised branded products as well as its own products.

### THE BUSINESS

- A start-up operation
- eCommerce business model
- Online baby and toddler products supplier
- Third-party logistics order fulfilment
- Leadership team born out of Mothercare Ireland management

### SITUATION AND CHALLENGES

In 2020 Mothercare Ireland decided to close its 14 branches after it was placed into liquidation due to the financial impact of the Covid-19 pandemic. The company was started in 1998 by businessman David Ward, after he secured the franchise in Ireland.

Siblings Laura, Ben and Johnny Ward established a new online store, along with other members of the former Mothercare Ireland head-office team, These included experts in purchasing, customer service and design.

The Kaliedy team recognised that, in the economic climate at that time, the traditional bricks-and-mortar retail model - built around retail parks and high street stores - was in decline. And that the primary growth area is around a business-to-consumer (B2C) eCommerce model.

Market Research identified that customers wanted a fast turnaround time, and that competitors were not able to provide this. A key business requirement from the onset was being able to offer a next business day delivery promise for Ireland and Northern Ireland on all customer orders.

## Kaliedy



*"eCommerce success is driven by a number of key elements. Firstly, the right mix of products and brands, then a good website that guarantees an excellent customer shopping experience."*

*"After that it's about a good logistics engine. This is about both the service providers you choose and good integrated backend IT systems. Selected systems need to provide the business and the customer with robust end-to-end transaction visibility. It must also automate the transaction with the least amount of backoffice administration".*

**Ben Ward,**  
Head of Digital, Kaliedy

It was deemed business-critical that, with the warehousing operation being operated at a remote geographic location, Kaliedy needed to see live stock information and have this interface seamlessly with its web front-end so customers could view stock details and availability in real-time. A decision was made to outsource the warehousing, and pick-and-pack operation to a specialist third-party logistics software provider and the company chose ProWMS from Principal Logistics Technologies.

### **3PL and Third-Party Systems Integration**

Central to the success of this strategy was the selection of a 3PL vendor whose warehouse management software technology (WMS) could reliably and seamlessly integrate with the company's web front-end and back-end online payments and courier systems.

It was business-critical that accurate stock availability would be presented in real-time so orders are not accepted unless stock is available. If this happens it can lead to considerable administration effort as well as brand-damage via poor customer experience.

The selected WMS also needed to integrate with Kaliedy's back-end online payments system so when the transaction was paid online this would convert the reserved stock in a customer's online shopping basket to a live order ready for picking by the 3PL partner.

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*"The online business model was only going to be accelerated with Covid-19 as more and more people opted for home deliveries"*

**Ben Ward, Head of Digital, Kaliedy**

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It is important that delivery times are clearly understood and that customers can follow their order at all stages of the purchase journey: picked, packed, despatched, out-for-delivery and delivered. To achieve this the WMS needed to seamlessly interface with the courier system. Providing the customer with real-time visibility also greatly reduces back-office administration effort in responding to customer queries.



*"Our chosen 3PL provider was already using ProWMS which we saw as a functionally-rich, multi-tenanted application and so could be configured to our exact needs and interfaced with the systems we required."*

**Ben Ward,**  
Head of Digital, Kality

## DELIVERABLES AND RESULTS

The 3PL provider chosen was using ProWMS, a full multi-tenanted application and as such could be configured to exacting Kality requirements. ProWMS had the capability to provide a live stock feed of product availability to the website.

Customers visiting Kality's website are able to see the product details and the live stock quantities. When a customer places an item in their online shopping basket the website sends a message to ProWMS to place the selected item on an allocated status against this customer transaction in real-time. This prevents another customer choosing the same stock item.

ProWMS was also integrated with the back-end online payments system. This system validates the card details entered, contacts the issuing bank and processes the payment. Once the funds are cleared the online payments system sends ProWMS a message which changes the order status from allocated into a live order to be picked on a handheld RF unit.

## Order Picking Optimised

At the 3PL warehouse this order would appear as an 'order awaiting picking' on the RF operator's device. Orders can be grouped by route, prioritised, or simply presented sequentially to the operators.

## Delivery Tracking

Kality had selected one of Ireland's leading next-day nationwide courier companies to handle deliveries. To provide an end-to-end customer journey an interface was required to the courier company's system so that customers could track their orders.





*"The link to the courier system also needed to be real-time. ProWMS provides high levels of accuracy by ensuring each item is scanned to a unique box ID per order."*

**Mark Kelly,  
DevOps Director,  
Principal Logistics  
Technologies**

## RESULTS SUMMARY

- Courier address label produced in seconds via wearable wireless label printers.
- Operators can pick multiple orders at any one time.
- ProWMS enabled a next business day delivery promise for Ireland & NI.
- Live warehouse stock information presented to the web front-end.
- Full order history pick, pack, shipped, out, on delivery, predicted delivery time via web.

When the order appears on the stock pickers' RF unit, they can select the number of labels required for that order on the hand-held unit.

## An assured and robust process:

- ProWMS dynamically communicates with the carrier's labelling system in real-time.
- It then sends the carrier the Kality web order number, customer name, address, etc.
- On receipt, the courier system allocates a unique courier tracking number, courier depot and route number.
- A file is then returned with the courier barcoded box or delivery label.
- Pickers produce the courier address label in seconds via their wearable wireless label printers.
- The courier tracking number is also interfaced with the website - so the customer can then track their delivery from one location on the Kality website.

The warehouse operator applies the label onto the box into which they are going to pick the item. Operators can pick multiple orders at any one time. ProWMS directs the operator along the optimised walk sequence. When the picker arrives at the location the barcode of the required item(s) is scanned into the box label. If a picker, for whatever reason, needs another label (as, perhaps, because they can't fit everything into a box) they can simply repeat the process.

## CUSTOMER SATISFACTION

*"The Principal Logistics Technologies team's knowledge and business experience proved invaluable in the delivery of this project, and to a tight timeframe. Mark Kelly and his team understood our specific requirements from the outset and was able to specify and deliver on these a lot faster than we had envisaged, delivering us an excellent solution."*

**Ben Ward,  
Head of Digital, Kality**



## **ABOUT PRINCIPAL LOGISTICS TECHNOLOGIES**

For over 30 years, Principal Logistics Technologies has been a leader in the design and delivery of innovative warehouse management software (WMS) and enterprise resource planning (ERP) software. Our technology and services optimise operational performance, reduce OpEx, and increase revenue for 3PL, distribution, wholesale, manufacturing, and retail warehouse businesses.

The company supports enterprise-level and multinational businesses with complex single and multisite operations spanning 3PL, chemicals & hazardous goods, hard & soft commodities, chill picking, cold storage, cross docking, eCommerce, FMCG, pharmaceuticals & healthcare and more. We operate from offices in Dublin in Ireland and Manchester and Birmingham in the UK.