

Home Textile Manufacturer Sleeps Soundly After Integrating MarkMagic Labeling Solution with Manhattan SCALE™



MarkMagic
Case Study

 Revman International

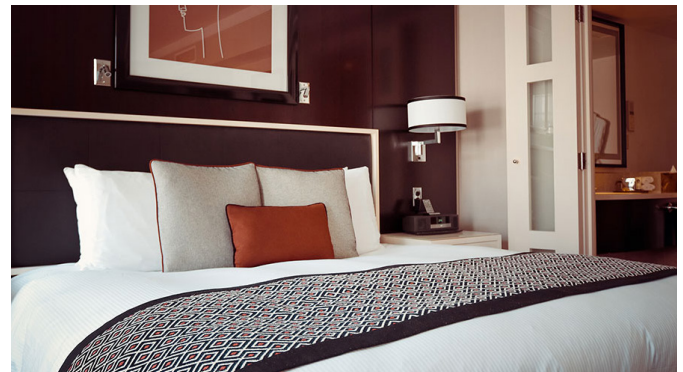
The Customer

Revman International, which got its start in 1988, is a provider of high fashion home furnishing goods. Revman markets products under its own brands such as Stone Cottage, Nine Palms, and Azalea Skye, and has grown to include a portfolio of designer brands and fashion products for bed and bath.

The company also develops private label collections for major retailers such as Kohls, Walmart, and Bed Bath & Beyond. Headquartered in the iconic Empire State Building in New York City, Revman has become a global brand trusted by retailers worldwide. Revman's approach to developing its products through outsourcing has enabled the company to produce high quality goods at competitive prices. In order to maximize their global resources, in 2008 Revman deployed Manhattan Associate's SCALE (Supply Chain Architected for Logistics Execution) Warehouse Management Software to manage their supply chain. Through SCALE, Revman has been able to manage the high volume of goods they receive and ship world-wide.

The Challenge

Due to the expansion of ecommerce retail, Revman's international vendor partners needed to increase drop shipping. To support their partners, Revman physically printed and mailed stacks of retail compliance labels for the vendors to affix to the drop shipped cartons. At first this worked well, but as their vendor community grew from a handful to dozens of manufacturing partners worldwide, Revman found themselves printing and shipping large batches of labels which was time consuming and expensive.



According to Austin Bruce, IT Manager at Revman, "We were shipping out hundreds of thousands of 4 x 6 shipping labels each year to dozens of manufacturing partners. Eventually we reached a point at which we had over 35 different label formats to maintain." He continues: "The labels were programmed in raw ZPL code for our thermal bar code printers. Any time we needed to modify a label, or add a new one, our programmers would have to make edits to the long strings of code. This required lots of complicated coding, as well as testing each label - pixel by pixel." The challenge was twofold. First, Revman had to send their compliance labels to their global partners in a more efficient and cost-effective manner. Secondly, they needed to be less dependent on dedicated programming resources for creating new labels and modifying existing labels. Revman resolved to find a way to take control of their labeling process.

The Solution

At Manhattan Momentum in May 2018, the Revman team met with CYBRA MarkMagic representatives. The Revman professionals explained their issues to the MarkMagic team. CYBRA and Revman supply chain experts put their heads together to design a new solution to simplify Revman's labeling processes, improve responsiveness, and reduce the cost and labor required to support international shipping of goods.

CYBRA's MarkMagic Bar Code Label Software offered a number of features that directly led to improvements to Revman's SCALE system labeling. The normally daunting project of turning ZPL labels into user editable formats is typically a long, complex process. But not for MarkMagic.

CYBRA's support team leveraged MarkMagic's proprietary Print Stream Importer which is a proprietary tool that converts label output print streams (in this case Zebra's ZPL code) into user editable MarkMagic formats. In just minutes, Revman had over 35 SCALE label formats that they could edit (and design new ones) without writing any code. A major benefit of the new label process for Revman came in the form of MarkMagic's ability to output to virtually any print device or create a PDF file. Instead of printing thousands of shipping labels and distributing them to international partner locations, Revman creates PDF files of shipping labels using MarkMagic's PDF/Email/Fax Add-on option. The PDF label files are then emailed to Revman's manufacturing partners worldwide. Emailing a several thousand page PDF file to each vendor is accomplished in a matter of seconds as opposed to the previous practice of printing and shipping stacks of physical labels all over the world.

To automate the process, Revman added one SQL Statement to the SCALE Wave Flow Sequence to integrate the MarkMagic print process. To dynamically manage printing processes via user rules instead of custom coding, Revman chose the MarkMagic Add-on option, PrintTransformer. A PrintTransformer rule names the PDF output file using variable data from the SCALE WAVE data. Another rule concatenates the SCALE Wave# and WorkUnit# and creates separate PDF files when either field value changes. Yet another PrintTransformer rule saves the PDF files to a network share and emails the files to vendors. To simplify the process even further, the Revman team enabled the MarkMagic PrintMonitor Add-on option. PrintMonitor watches the Wave folder, and as each file is added, a label job is automatically kicked off. This was all accomplished with no programming.

The Benefits

Using a number of MarkMagic features, Revman has achieved its goal of significant cost and time savings, as well as a streamlined shipping process. Ongoing label maintenance effort has been reduced by approximately 95%. The new procedure of emailing PDF label files to manufacturing partners has resulted in significant cost savings for Revman on label shipping charges. It has also eliminated the lag time for shipping goods from overseas. Revman's investment in MarkMagic paid for itself in under six weeks and continues to pay dividends. Along with cost savings, Revman enjoys the benefits of a simplified label maintenance process. With MarkMagic's intuitive visual designer, non-technical staff members can edit existing labels and create and test new labels quickly and easily. This sure beats tasking a programmer with the painstaking project of editing native Zebra printer ZPL code. Changes can be applied effortlessly, and tested in seconds. Label changes and additions are no longer dependent on dedicated SCALE resources. MarkMagic has given Revman label printing independence.

The project has been a success not just for Revman, but also their international partners. It only takes a few seconds to produce the PDF label files that are sent all over the world. Vendors no longer have to wait for their labels, and can reprint selected labels as needed. Vendors are no longer limited to using Zebra printers exclusively. They now have the freedom to choose from a wide range of supported printers that best fit their needs. Optimized MarkMagic print drivers create PDF files that are compact and searchable. These high performance MarkMagic PDF files can be conveniently print, sent, saved, and archived. And there are more benefits to come. Revman is ready to further enhance its supply chain by printing their own on-premise labels with MarkMagic. Doing so will allow them to better maintain the more than three million internal labels that ship from Revman's domestic warehouse annually. Beyond labels, Revman plans to use MarkMagic to create and print forms such as packing slips and bills of lading. Should Revman choose to migrate to Manhattan Associates SCALE Active cloud implementation, web-based MarkMagic is ready for the journey.

"We're excited to see where else MarkMagic can fit into our plans," concludes Revman's IT Manager, Austin Bruce. With the flexibility and efficiency of MarkMagic's printing tools, Revman and its vendors have streamlined their supply chain fulfillment operations putting them in excellent shape for future growth. This home furnishings manufacturer can rest easy. According to CYBRA VP of Operations, Chuck Roskow, "A typical SCALE customer has a collection of SCALE .lbl ZPL files for which they have invested substantial resources to modify and certify over the years. In no time at all, any SCALE .lbl ZPL file can be imported to MarkMagic and printed on any of the hundreds of MarkMagic supported printer types or output as a PDF file. Add the intuitive designer, and MarkMagic options such as PrintTransformer and PrintMonitor, and the Manhattan SCALE label generation process becomes even more responsive to ever changing customer requirements." Revman's successful integration of MarkMagic with SCALE has proven this.

Randa Improves Fulfillment Speed with VSS Supply Chain Consulting and MarkMagic Barcode Labeling Software



MarkMagic
Case Study



The Customer

From their headquarters in New York City, accessories manufacturer, Randa, has a footprint that spans 11 countries.

Randa boasts a portfolio of more than 50 of the most recognizable brands in the world including Hanes, Levi's, Guess, Dockers, Nine West, and Timberland. With over 100 years of experience in product development and innovation, Randa is a widely respected manufacturer and distributor of belts, wallets, neckwear, luggage, casual bags, backpacks, jewelry, briefcases, slippers, hats, gloves and other leather goods. From concept to creation, Randa produces exceptional products and services worldwide, delighting millions of loyal customers

One major reason Randa has stayed at the top of the accessories industry is their constant drive to foster innovation, both in their product development and in their omni-channel capability.

To support their supply chain innovation, Randa has developed a close relationship with VSS, a company that specializes in supply chain business and technology advisory and implementation services.

Since 1990, VSS has been helping clients drive innovation and the best solutions to transform, deploy, and improve supply chain processes.

The Challenge

Today, the retail market is changing at an incredibly rapid pace, driven by a constant desire to exceed customer expectations. A quick, responsive supply chain is vital to succeed in the retail space. To stay ahead of the curve, Randa worked with VSS to plan and deploy operational improvements that helped to speed up fulfillment and improve their packing and shipping capability.

Examples of the work that VSS has helped Randa include integrating acquisitions into existing operations and improving direct to consumer process. Randa was looking for a partner that would provide both process and technology expertise and skills to assist Randa in improving direct to consumer and wholesale operations, specifically in the pack-out function explains Tim Walters, Randa CIO.



To improve throughput, meet aggressive shipping times, add capabilities for flexibility & personalization and reduce cost, VSS worked alongside Randa to implement the Autobag packaging systems.

Adding Autobag printers and bags to their fulfillment operations allowed Randa to effectively use the appropriate packaging / shipping material, reduce cost in the supply chain and better leverage its labor.

In order to quickly deploy the Autobag technology and set a platform for future innovation (e.g. allowing custom printing of logo and branding for more effective branding strategy), VSS leveraged CYBRA's MarkMagic® Barcode Labels, RFID Tags, Electronic Forms, and Report Writing Software.

The Solution

Prior to selecting CYBRA's Mark Magic solution, Randa's WMS did not have the required flexibility to quickly edit and update their compliance labels in order to easily stay up to date with their retail partners. That flexibility was precisely why CYBRA's MarkMagic® Barcode Labels, RFID Tags, Electronic Forms, and Report Writing Software was chosen as a solution. MarkMagic allows end users to create and edit labels without writing a single line of code. But, to allow Randa to enjoy that capability, the MarkMagic team would first need to convert all of Randa's more than 100 Zebra ZPL language labels into MarkMagic formats.

"Normally, a label conversion process of this magnitude would be a challenge," says Chuck Roskow, VP of Operations at CYBRA. "But with the MarkMagic proprietary PSI (Print Stream Importer), the label conversion process itself was actually a breeze, taking under 30 seconds per format." CYBRA's PSI is capable of importing raw print streams from virtually all popular thermal printer types. It instantly recognizes commands and parameters transforming them into MarkMagic formats that can be converted into any of the more than 450 printer types supported by MarkMagic. For example, in Randa's case, CYBRA's PSI effortlessly enabled the conversion of difficult to maintain legacy Zebra code to the Datamax language required for the Autobagger.

Other exclusive CYBRA technology helps Randa change their formats on the fly depending on the data in the print job. MarkMagic's PrintTransformer option dynamically changes the appearance of formats in real-time based on variable data, even redirecting output based on user defined criteria. For instance, Randa required reverse printing when shipping to certain customers. A simple user-defined PrintTransformer condition accomplished this with no programming whatsoever. Once the MarkMagic team finished the label format conversion, VSS helped Randa go live in less than two months. Randa was then able to begin editing and printing shipping information directly on plastic shipping bags using the Autobag baggers.

The Benefits

Once MarkMagic was fully integrated into Randa's system, their shipping team could start using Autobag printers. Randa now can edit and maintain their compliance labels with ease. The label data is fed by the WMS. Once the label is ready, the operator can print the shipping information onto the bag and pack the bag at the same time. This process both saves time, and reduces packing errors.

"It would have taken a lot longer to get Randa's WMS lined up with Autobag printers without MarkMagic," says Tim Walters, CIO Randa. "The MarkMagic team helped keep the roll-out of Autobag printers a smooth, painless process." Along with MarkMagic label printing capabilities, Randa also uses MarkMagic to design and print their packing slips. By converting all their shipping documents, Randa is enjoying the full capabilities of the MarkMagic package. What once took a programmer hours to change files and recompile programs now only take a few mouse clicks by anyone at any time. "Once Randa saw how useful MarkMagic can be, they started using it for all the printing required to get their shipping done," adds Chuck Roskow. It's a testament to just how many ways MarkMagic can help an organization's shipping needs.

CYBRA's MarkMagic also allows Randa to generate output in PDF format for printing at Asian offshore facilities. The MarkMagic PDF/Email/Fax add-on option simplifies the creation and distribution via fax, and e-mail of PDF files that look just like the original MarkMagic forms or labels. It's a simple tool that keeps Randa's e-commerce initiatives humming along. With the flexibility of CYBRA's MarkMagic® Barcode Labels, RFID Tags, Electronic Forms, and Report Writing Software, Randa stays ahead of the e-commerce game, while keeping their retail partners and customers happy.