



The Home Depot (NYSE: HD) is the world's largest home improvement specialty retailer, with 2,245 retail stores. Each store stocks 35,000 products and makes 250,000 more available via special order services.

Managing the 19 Rapid Deployment Centers (RDCs) that serve Home Depot's US operations is a tall task, so the Home Depot called upon LogFire's supply chain professionals for their systems and integration expertise. In 2009, LogFire helped Home Depot open their first fully mechanized RDC by offering WMS system configuration, testing, go-live, and post go-live support.

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The success of this implementation paved the way for eight more fully mechanized RDCs within the year. These initiatives have enabled Home Depot to increase on time delivery from 64.9 percent to 96.1 percent and raise SKU accuracy from 98.2 percent to 99.7 percent. As a certified Home Depot vendor, LogFire continues to support the rollout of ten additional RDCs.



Macy's, Inc. (NYSE: M) is one of the nation's premier retailers. The company operates more than 800 Macy's department stores and furniture galleries in 45 states, the District of Columbia, Guam and Puerto Rico, as well as 40 Bloomingdale's stores in 12 states.

In 2008, the company launched a localization effort meant to ensure that customers surrounding each Macy's store can find merchandise assortments and shopping experiences custom-tailored to their specific needs. This effort in combination with the explosive growth of Macys.com meant that Macy's existing distribution facilities were no longer able to support the company. Macy's decided to build two new, fully mechanized facilities, one in Portland, Tennessee and the other in Phoenix, Arizona.

The company called on LogFire to assist them with the launch of their new facilities. With extensive retail and .com expertise, LogFire was ready to help Macy's scale up their volume. In the end, they helped Macy's with a successful WMS go-live by providing integrating testing and planning, go-live support, and configuration execution and management.



TRADER JOE'S

With only about 10 percent of the number of products found in a typical full-service supermarket, **Trader Joe's** doesn't aim to provide everything you need. Instead, it entices you with hundreds of items you never knew you needed or wanted. The company relies heavily on supply chain efficiency to keep their shelves stocked with such curiosities.

In 2009, the Trader Joe's was struggling to effectively manage multiple warehouse management systems across multiple sites, so they turned to LogFire for help.

Service levels jumped from 84 percent to 99 percent within just one month of the implementations

LogFire helped the retailer consolidate three distribution centers into one in a three month period. They also helped deploy a new warehouse management system from Aldata in two other locations. They incorporated advanced technology including Radio Frequency and voice applications within these facilities. Service levels jumped from 84 percent to 99 percent within just one month of the implementations, meaning customers are now always able stock up on gourmet-style foods and drinks at bargain prices.

HOT TOPIC

To keep ahead of its competition, **Hot Topic** (NASDAQ: HOTT), one of the largest teen-oriented retailers in the world, must keep its inventory fresh. In order to do so, they have to consistently introduce new stock, but this can be difficult to do when you operate small stores with little room for backstock. When the company realized their supply chain couldn't keep the shelves stocked, they turned to LogFire for advice.

LogFire deduced that Hot Topic needed to deploy true flow through functionality within their distribution centers (DCs) which would allow goods to travel in an unbroken sequence without any down time from receiving to shipping. The company is currently in the process of helping Hot Topic deploy an Express Distribution Process that will work seamlessly with Hot Topic's warehouse management package provided by Manhattan Associates (NASDAQ: MANH).

According to LogFire CEO, Diego Pantoja-Navajas, "Our goal is to help Hot Topic get their most fashion forward pieces into the hands of their customers as soon as they hit the DC door. Many items won't spend a single night in the warehouse."

That's great news for a business where trends can become obsolete overnight.



LOGFIRE



RETAIL DISTRIBUTION EXPERTS

LogFire LLC provides supply chain software and services for retail and consumer goods companies across the globe. Whether you are seeking to purchase, implement, maintain or optimize a warehouse management system (WMS), LogFire has the functional, technical and operational experience you need to help you

exceed your goals. Whether working with industry leading packages or their own suite of products, the company combines passion and deep domain expertise to extract the full potential of every system implementation. Customers include The Home Depot (NASDAQ: HD), Hot Topic (NASDAQ: HOTT), and Macy's, Inc. (NASDAQ: M)

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