



End-to-end omnichannel solution deployed for the world's leading sports brand

DHL has partnered with the world's leading sports brand to provide warehousing and transportation services along with end-to-end omnichannel (B2B & B2C) order fulfillment solution with visibility and returns management

THE BENEFITS DELIVERED FOR THE BRAND



FDI Compliance Enablement

Omnichannel setup supports compliance with India's FDI regulations



Scalable Peak Management

3X and 5X B2C peaks managed as per customer's business needs



Operational Efficiency

Picking path optimized; improved quality and process efficiency



Full Visibility & Control

Complete order/inventory visibility and improved sales model

HOW DHL SUPPLY CHAIN MADE IT HAPPEN

- **Omnichannel solution deployed**
- **Expansion** in the same earlier consolidated national DC in the south region
- **Migration from SCALE to WMOS** solution which was integrated with customer's OMS which is in-turn integrated to marketplaces
- **Pure omnichannel storage solution (G+3 Storage)** with no segregation of inventory into B2B and B2C
- **Material flow** designed such that it does not interfere with different businesses – B2B and B2C
- **Processing infra** designed such that it meets 5X requirements