Softeon
LIMITLESS DELIVERED

Honey-Can-Do
CUSTOMER CASE STUDY

Industry: Retail and Wholesale
Headquarters: Berkeley, Illinois
Solution: Softeon WMS

OVERVIEW

Honey-Can-Do is an omnichannel wholesaler of home organization products driven by the belief that an organized space can unlock a home's full potential. Their team provides solutions that enhance both the form and function of every room, emphasizing the importance of accessibility and practicality for every household. With Softeon's support, the team at Honey-Can-Do implemented Softeon WMS rapidly, integrated to NetSuite ERP, and experienced immense improvement in warehouse operations.

BUSINESS CHALLENGE

As e-commerce and business-to-consumer business models have expanded in the past few years, Honey-Can-Do began to fall behind and struggle with their ability to process a high volume of orders. Jim Christensen, VP of International Logistics and Distribution at Honey-Can-Do, recounts their difficulties before implementing Softeon, "we kind of stagnated with what we could do on a peak-to-peak, year to year volume."

The warehouse had numerous areas that could benefit from better systems and technology. Examples of challenges included using a manual tracking system for their inventory and an inability to identify empty locations to store pallets, resulting in a cumbersome process that lost time and productivity.

After recognizing their obstacles, Honey-Can-Do adopted a goal of taking their business to the next level by increasing capacity; the volume of orders they can manage on a day-to-day basis.

WATCH CASE STUDY VIDEO

SOFTEON SOLUTION

During their selection process for a new warehouse management system (WMS), Honey-Can-Do researched top vendors in the category. They sought out a robust solution that integrated well with their ERP system, NetSuite.

After choosing Softeon over competing WMS vendors, Honey-Can-Do went live. "At Honey-Can-Do we consider our operations, warehousing, and logistics to be a big differentiator to all our competitors out there," says Steve Greenspon, Founder and CEO, of Honey-Can-Do. "With our partnership with Softeon, we have just taken that to the next level in terms of our capacity and being able to handle so many more orders, not get bogged down, and with 100% real time shipping and meeting all the required dates from our customers."

Softeon's ability to integrate with other systems helps Honey-Can-Do receive orders in real time, resulting in the distribution of thousands of orders each day. Using Softeon as a base, the team developed an efficient batch picking method using Softeon's system to pinpoint the location of the item to pick.

"Before, we did not have a specific location where the system would tell you where to go," says Narce Cuellar, E-Commerce Distribution Manager at Honey Can Do. "Now, the system receives the product, as soon as it is scanned, the system will direct you to an empty location. This saves us from driving around with a forklift trying to find an empty location."

After transitioning from a manual tracking system to Softeon, the team on the floor noticed a cleaner dock and quicker workflows. Greenspon notices this advancement in efficiency and estimates that "99% of our total orders received each day before 3:00pm go out the same day. This efficiency and increase in capacity are directly due to our partnership with Softeon."

At Honey-Can-Do, improvements in efficiencies are measured by units per hour. Greenspon notes, "since our integration and going live with Softeon, you can just see the number improving every single month. Here we are almost 18 months later, and we are still seeing significant improvements in that area." With Softeon's technology, Honey-Can-Do's inventory control and accuracy are still improving monthly.

Chris O'Stean, Senior Vice President of Sales at Softeon, discusses Softeon and Honey-Can-Do's collaboration,

"Honey-Can-Do and Softeon have enjoyed a fantastic partnership for many years now. Not only did Honey Can Do implement Softeon's WMS, but they also implemented a new ERP system at the same time. This is a tremendous undertaking for any organization. Softeon delivered its solution on time and under budget. Softeon's fixed bid implementation is truly unique in the industry."

CONCLUSION

Softeon and Honey-Can-Do are looking forward to continuing to partner and finding new ways to boost productivity in the warehouse.

With a focus on a comprehensive fulfillment suite, Softeon drives the most valuable and quickest ROI to its customers.

RESULTS

Rapid and successful implementation led to positive results fast

Smooth integration from NetSuite ERP to Softeon WMS

Better ability to manage more orders Improvements in efficiency on the floor

Increase in customer satisfaction due to most orders being shipped on the same day

> "
> This efficiency and increase in capacity are directly due to our partnership with Softeon.
>
> **Steve Greenspon**
> Founder and CEO, Honey-Can-Do

✉ contact@softeon.com

📍 11700 Plaza America Drive Reston, VA 20190

Softeon
LIMITLESS DELIVERED