

Dressed for success

Award-winning catalogue and online clothing retailer MandMDirect first started using its multi-channel order management system from Sanderson, well over a decade ago. Since then, the software solution has supported MandMDirect's exceptional growth and transition to online retailer, and is now easily processing more than 35,000 orders per day.

One glance at the MandMDirect website and it's not difficult to see why this online retailer has enjoyed soaring success – customer feedback includes superlatives such as 'excellent', 'top class' and even 'awesome'.

The company was founded in 1987 to sell end-of-line clearance sports products, and now MandMDirect has more than one million active customers in the UK, with sales well over £100 million per annum and online orders accounting for almost 90% of the sales. It's not only customers who recognise its quality offer – the company has won the Drapers Online Gold Award, Best eCommerce Marketing Initiative and Best eTailer at the eCommerce Awards for Excellence, as well as Retail Week's Internet Technology of the Year Award.

While the recession has seen high street stores closing in their droves, internet retailers have firmly bucked the trend. Web retailers' association IMRG says the UK online retail market was worth £78 billion in 2012 – a leap of 7,300% since its infancy in 2000, when it was worth just £1.8 billion.

One of the strongest performing sectors for web sales over the past year has been clothing, which has consistently outperformed the total UK online retail market, itself notching up double-digit growth year on year. Leading the field in this has been MandMDirect, one of the top online discount sports and fashion outlets.

IT director Graham Benson says: "Our success over the past 25 years is down to our commitment to deliver the biggest fashion and sports brands at

Case study at a glance

About MandMDirect

Leading catalogue and online clothing retailer handling sales of over £100 million per annum

Challenges

- Support rapid sales growth
- Process high volumes of orders
- Improve access to customer data
- Integrate with existing systems
- Support international expansion

Solutions

- Sanderson Multi-Channel System
- Sales and Purchase Order Processing
- Inventory Control
- Marketing and Database Management

Benefits

- Efficiently and accurately processing more than 35,000 orders per day
- Integration with web interface and warehouse management system
- Instant visibility of stock and customer information
- Improved customer profiling
- Continual system enhancement
- Support for international currencies



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the lowest prices, with up to 75% off recommended retail prices all year round. We've been able to achieve this through developing incredibly strong working relationships with the brands and constantly scouring the marketplace for new deals for our customers."

Based in Leominster, Herefordshire, with an 80,000 sq ft warehouse in nearby Morton, the organisation takes in excess of 35,000 orders every day at peak periods – and all of these are processed by the multi-channel order management system from Sanderson.

When MandMDirect installed the Sanderson system, the software initially drove every aspect of the business, with the exception of accounts. The versatility of the Sanderson system allows MandMDirect to process and fulfil high volumes of orders efficiently and accurately, with modules ranging from sales order and purchase order processing, to database management, inventory control, marketing and warehouse management.

As well as its broad functionality, another key benefit of the Sanderson system is its ability to integrate with other business systems. And that is precisely how the system has developed with MandMDirect. As the business expanded, it decided to adopt a best-of-breed approach to all software, so the system's ability to integrate with other applications has been instrumental to this growth. By way of example, MandMDirect has introduced a best-of-breed warehouse management system to manage its pick, pack and despatch capability, with the Sanderson system driving the crucial order processing and customer service function.

Naturally, repeat business is a significant driver for an operation of this type and MandMDirect makes every effort to understand its customers and provide excellent service. This means not only responding to their demands in terms of brand labels but also getting sizing

and quality right to make sure the customer is always happy. Telesales remains an important feature of the business, particularly at peak times, so instant access to customer and stock information is paramount in supporting customers in their purchases and ensuring each and every one feels they are a 'premier customer'. Sanderson enables this.

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The longevity of the partnership between MandMDirect and Sanderson has no room for complacency. Order processing is a critical back office



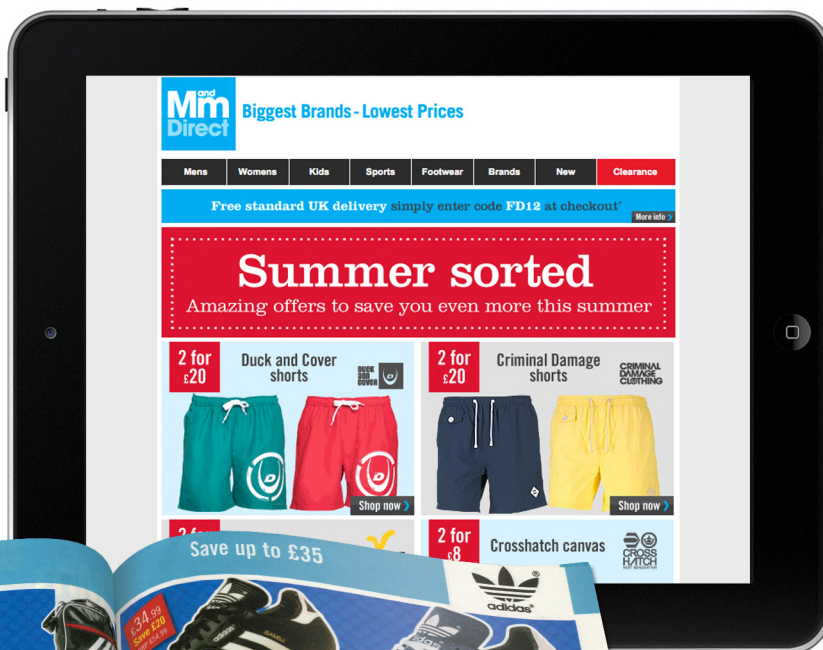
function for a web retailer of this scale, so the system – and Sanderson as a partner – must meet MandMDirect's exacting standards. Sanderson has worked with MandMDirect to continually enhance the solution, as Benson comments: "The order processing engine is an important tool of the trade and the solution fits the bill for us. The team at Sanderson is flexible, accommodating and willing to work with us. They are always suggesting ways to improve our use of the system."

As well as integration with the warehouse management system and web interface, data from the Sanderson system is extracted to provide MandMDirect's senior management team with crucial business performance information, leading the company to be able to target customers more effectively.

MandMDirect's success in the UK fashion and sports clothing online sector has led the business to look to other markets. In the past two years, the company has begun to see strong

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revenue growth across Europe and has launched dedicated country sites in other languages, including French and German. "As we enter these new markets, our business systems have to be developed to cope with different currencies. Sanderson has worked with us to ensure the solution can support these new revenue streams," confirms Benson.

It's testament to the Sanderson system's reliability and flexibility that it remains the chosen order management foundation for a business that is building a whole new future.

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About MandMDirect



Founded in 1987, to sell end-of-line clearance sports products, MandMDirect is now a online clothing retailer with more than one million active customers in the UK, and sales well over £100 million per annum.

Based in Leominster, Herefordshire, MandMDirect is processing in excess of 35,000 orders every day at peak periods. Online orders account for almost 90% of its sales and the organisation has won a number of awards for its quality, including Best eCommerce Marketing Initiative and Best eTailer at the eCommerce Awards for Excellence.



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