



Ressort: Wirtschaft / EDV / Branchenlösung/ Textil

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## **PUMA - The first, real virtual sports article company**

### *Virtual Warehouse Management System for PUMA*

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PUMA endeavors not only to be the most desirable Sportlifestyle brand, but also to be the first truly virtual sports company. At the heart of PUMA's strategy is the focus on continuously pursuing a more flexible and efficient organization that is fit to thrive in an increasingly dynamic and fast-paced industry. To this extent, over the course of the past few years, PUMA has decentralized its structure on the way to creating the first truly virtual sports company.

The enormous increase in sales volume and the related enhanced volume of orders caused a lack of finished goods warehouses. More space was needed. But instead of building new storehouses PUMA decided to use the existing logistic center and to temporarily rent additional warehouses only when needed.

But how to administrate such a flexible warehouse system? How to organize the flow of information between suddenly appearing warehouses with the same efficiency like in own storehouses. And how to assure data flow and the physical flow of the logistic process among all subsidiaries?

#### **Solution is "virtual"**

A novel warehouse management system by W+P Solutions with functions for storage location management administrates "virtually" every good and assigns it to the related customer order. Every product can be located within seconds and immediately send to the customer regardless of its position. The system enables PUMA to manage a virtual warehouse for each subsidiary and fulfils all requirements for a flexible warehouse system.

Also temporary rented store houses can be fully equipped and administrated with low costs completely independent from location, number of warehouses and users. The organization of the physical warehouse process could be reproduced one-to-

W + P Solutions GmbH & Co. KG  
Dorit Kruse  
Marketing & PR  
Breitwiesenstraße 19  
70565 Stuttgart  
Tel.: +49 (0) 711- 770 558-0  
Fax: +49 (0) 711- 770 558-222  
eMail: [pr@walter-partner.com](mailto:pr@walter-partner.com)  
Internet: [www.walter-partner.com](http://www.walter-partner.com)

one by the software. Thus the PUMA AG will remain flexible in deciding for places and numbers of its warehouses.

### **Benefits**

The virtual warehouse system was integrated into the existing ERP-system, also by W+P Solutions, therefore a consistent solution could be implemented. Processes and functions as well are available for both systems without any changes at the interfaces. This warehouse system is a solution for warehouse logistics and dispatch control. It supports every single step within the warehouse logistic process from goods receipt to goods issue. A special highlight is the data acquisition of goods movement at mobile I-points (information points) and the support of several package systems through bar code identification.

### **Puma AG**

*PUMA is a global brand that successfully unifies the creative influences from the world of sport, lifestyle and fashion. PUMA offers the unexpected in Sportlifestyle for shoes, textiles and accessories through technical innovation and revolutionary design. PUMA was founded in 1948 in Herzogenaurach and sells its products in more than 80 countries worldwide.*

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*[www.Puma.com](http://www.Puma.com)*

### **W+P Solutions**

*W+P Solutions has been developing applications software for the apparel, textile and shoe sectors since 1983, with highly specialized industry solutions based on complex expertise. W+P offers branch specific software solutions for enterprise resource planning (ERP), product data management (PDM) and supply chain*

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Marketing & PR  
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Fax: +49 (0) 711- 770 558-222  
eMail: [pr@walter-partner.com](mailto:pr@walter-partner.com)  
Internet: [www.walter-partner.com](http://www.walter-partner.com)

*management (SCM) as well as all needed services like consulting, project management and training in order to make a fast and smooth software implementation possible.*

***www.walter-partner.com***

*W+P Solutions GmbH & Co. KG*

*Breitwiesenstr. 19*

*D-70565 Stuttgart*

*Tel.: +49 (0) 711- 770 558-0*

*Fax: +49 (0) 711- 777 65 79*

*eMail: pr@walter-partner.com*

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