

# BFL Group maximizes warehouse efficiency with Increff

## Brand



## Industry

Fashion & Lifestyle

## Solution

Omni (Increff WMS)

### 98.7%

order fulfillment accuracy

BFL (Brands for Less) Group, based in the UAE, stands as an undisputed leader in the retail industry, excelling in both fashion and homeware. With a vast customer base of over 50 million individuals, BFL Group places utmost importance on customer satisfaction, making it a focal point of their operations.

### 59%

reduction in supervision

Distinguishing itself with a unique business model, BFL Group operates in the Middle East, offering a wide range of branded products at discounted prices. By directly sourcing surplus inventory from manufacturers and retailers, they curate an ever-changing selection that entices value-conscious customers. The outlet store format further enhances the shopping experience, creating an exciting and engaging environment akin to a treasure hunt.

### 25%

shortened order dispatch cycle

## Business Challenge

With a unique business model, BFL Group operates busy warehouses/distribution centers across the Middle East and Europe. However, the brand faced challenges when relying on its underperforming warehouse management system.

Recognizing the need for a rapid transformation, BFL Group sought an agile and flexible warehouse management solution to enhance sales performance and maximize efficiency in warehousing and order fulfillment.



## The Increff Solution

Increff recognized as a prominent vendor in Gartner's Critical Capabilities and Magic Quadrant for its Warehouse Management System (Increff WMS), played a crucial role in enabling BFL Group to identify various opportunities, including:



Enhancing productivity and operational efficiency



Resolving discrepancies between the physical and digital inventory



Managing SKUs and addressing QC failures effectively



Reducing dependency on skilled labor

Our Warehouse Management System (WMS) enables seamless synchronization of inventory and orders in real-time, with a remarkable response time of 15 to 30 seconds. This means that even the very last piece of inventory, without any buffer stock, can be instantly available across all sales channels. Through inventory serialization, we ensure optimal utilization of space, accurate inventory-order matching, improved picking efficiency, expedited order processing, and, ultimately, heightened customer satisfaction. This end-to-end warehousing solution streamlines operations effortlessly.

## The Impact

With Increff WMS support, BFL Group underwent a profound supply chain transformation, gaining enhanced real-time visibility and control. Operations were streamlined, minimizing rework to nearly zero. As a result, notable productivity improvements were achieved in GRN, putaway, picking, packing, PTL, and dispatch, leading to the following accomplishments:

- **98.7%** order fulfillment accuracy
- **25%** reduction in workforce
- **59%** reduction in supervision
- **25%** shortened order dispatch cycle



Additionally, the implementation of Increff WMS resulted in the following productivity improvements:



**~18%**

GRN productivity boost per hour per person



**~50%**

B2C picking productivity surge per hour per person



**17.12%**

B2C packing productivity rise per hour per person



**48.5%**

B2B picking productivity jump per hour per person



**40%**

pick-to-light consolidation productivity increase per person per hour



### Achieving a truly digital supply chain transformation

“Overall, chaos in the warehouse has come down drastically - no more shortage of totes, no more pickers running to get picklist assigned, no more supervisors running to resolve not found cases, etc. This transition occurred seamlessly, with no disruption to the daily operations across the warehouse. Everyone was happy that we had made their life easy.”

Anshuman Agarwal,  
Co-founder, COO, Increff.

## About Increff

Increff is a retail SaaS company solving complex inventory management & supply chain challenges. Over 200+ global retail brands believe in our end-to-end merchandising and omnichannel inventory management solutions. We empower retailers to enable automated decision-making, bring accuracy to processes, drive sustainable retailing, and achieve incredible efficiency.



and many more