

DECKERS CASE STUDY

Deckers Backstory and Drive

Deckers Outdoor Corporation is an innovative footwear distribution company headquartered in Irvine, California. Deckers was founded in 1973 by University of California, Santa Barbara student Doug Otto, an entrepreneur who saw a need and filled it: designing, making and selling casual, comfortable sandals at craft fairs along the West Coast. Deckers Outdoor Corporation has since grown into a global company which helps turn niche brands into industry leaders through creative design and marketing. The company represents seven premiere lifestyle brands, including UGG Australia, Teva, Sanuk, Mozo, Ahnu, Tsubo and Hoka One One.

Problem Solving With the CubiScan 150

According to Deckers Outdoor Corporation's Operations Manager Jose De Jesus Benitez, the company's operations currently include 6,810 SKUs at a single distribution center, receiving an average of 18,000 cartons a month or 782 cartons daily, and shipping an average of 24,450 cartons a month or 1,062 cartons daily. In order to most efficiently manage SKUs in terms of accurately assessing the weight and dimensions of all incoming products, Deckers has incorporated Quantronix' CubiScan 150, a sophisticated dimensioning system, into its cubing operations.

Located in the receiving department of Deckers' distribution center, the CubiScan uses advanced technology to fulfill a company requirement: the procurement of accurate cubing data across all products. Collected data is electronically transmitted to Oracle, where it is used for strategic planning in areas ranging from bulk picking to shipping to replenishment to storage location.



Double the Productivity

Previous to using the CubiScan 150, Deckers Outdoor Corporation relied on manual collection of dimensional and weight data for all of their cubing needs. Previous measuring methods—involving a tape measure and a scale—were both time-consuming and unreliable. The data was then transferred via spreadsheet to the IT department, where it was ultimately uploaded into Oracle forms. CubiScan has significantly streamlined Deckers' collection process, resulting in improved cubing efficiency and accuracy. In fact, since adopting CubiScan for dimensioning of all of its products, the company reports an increase in productivity in the collection of cube data by approximately 50 percent. CubiScan has helped Deckers Outdoor Corporation meet its dimensioning goals—and comprehensive business objectives—by vastly improving the data collection process, resulting in enhanced company-wide logistical planning.

