



allbirds

Case Study

Introduction

Growing up in New Zealand, Tim Brown couldn't help but notice all the amazing qualities of merino wool. In fact, it made him wonder why such an incredible, sustainable resource had never been used in footwear before. This simple question became the beginning of an incredible journey to make a revolutionary textile that would, hopefully, create a whole new category of shoes inspired by natural materials. After years of researching, testing, Kickstarting, and chasing his vision, Tim teamed up with Joey Zwillinger, a San Francisco based engineer and renewables expert.

Together, they partnered with one of the world's great Italian textile mills to create an innovative wool fabric made specifically for footwear and successfully designed the 1 most comfortable shoe imaginable. Allbirds has now become the number one direct-to-consumer brand in the footwear space.

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“This is why I chose you guys because I was looking for a **partner**, not just a vendor”

Benny Joesph, Head of Engineering, Allbirds



The Problem

Allbirds is arguably one of the biggest, fastest-growing direct-to-consumer brands today. Creating a global high touch supply chain is complex. As Allbirds continued to expand globally, they knew that managing fulfillment across different facilities would be a major undertaking.

Grouping together multiple facilities is hard, all with their own SOPs (Standard Operating Procedures), software, and onboarding teams. Allbirds needed a way to add warehouses to scale and the ability to manage automated fulfillment business rules for carriers and SLAs.

This all takes time and resources away from focusing on the #1 goal, growing the brand.

The Solution

Allbirds was born after a successful Kickstarter campaign that raised \$119,000 in 5 days. The brand launched officially in March of 2016 with a direct-to-consumer model and grew rapidly with its commitment to comfort and sustainability. In early 2017, as Allbirds was scaling they were looking to optimize and standardize their order fulfillment. This is when they reached out to ChannelApe for assistance. ChannelApe helped Allbirds turn a complex multi-store, multi-country supply chain into a single, connected global supply chain controlled by one unified fulfillment management platform.

Allbirds were still in their infancy when they outgrew their first 3PL facility, which was really designed to only handle startups with lower order volume.

In their quest for a new fulfillment provider, Allbirds quickly understood that as they grew and expanded they would need to add additional fulfillment providers in the USA and Globally to meet customer demand. Allbirds realized that each fulfillment provider would have different operating procedures, technical specifications, and IT capabilities.

Allbirds looked to ChannelApe to virtualize their fulfillment management by creating one unified standard operating procedure, one network of fulfillment providers and most importantly, one fulfillment operations partner overlooking operations globally. Allbirds would now be able to see their global view of inventory, orders, and fulfillment in one platform. Allbirds worked with ChannelApe to spin up a new US Warehouse and from there quickly expanded to Canada, the U.K., Australia, New Zealand, and Europe, with plans for future expansions.

Feature Set

- ✓ Custom 3PL Integration including inventory, orders, and fulfillment via EDI
- ✓ Production and Staging (QA) Environments
- ✓ Customized Order Maturity Delay
- ✓ Gift Message Support
- ✓ Physical and Virtual Gift Card Support
- ✓ Apple Pay Support
- ✓ Endless Aisle
- ✓ Customized shipping logic for holiday orders, lightweight orders or Military/PO Boxes
- ✓ Shipping service error reporting
- ✓ Automated shipping service upgrades for distant delivery zones
- ✓ Address Verification and Validation
- ✓ Order cancellation support for warehouse stock-outs
- ✓ Order block from unsupported Countries
- ✓ Virtual Warehousing
- ✓ Carrier SLA Monitoring
- ✓ Facility SLA Monitoring

The Outcome

Using ChannelApe, Allbirds was able to combine fulfillment management globally with one network, one platform, and one partner.

Having One Platform Allows for Ultimate Visibility

Think of ChannelApe's fulfillment rules as a "central brain" that knows how to build the warehouse shipping orders. ChannelApe performs all of the critical Allbirds shipping logic and lets the fulfillment facility focus on what they do best, pick, pack and ship consumers' orders. ChannelApe has built-in order maturity rules letting Allbirds make those inevitable consumer changes to shipping addresses or order details before the order is sent to the warehouse for processing.

Global Operations Visibility

A key requirement for Allbirds was to have global visibility into their order operations in one platform. With ChannelApe, Allbirds has visibility into inventory by location and stock statuses, order visibility by sales channel and countries and also fulfillment management for automating carriers and SLA selections

Robust Reporting

For any growing brand such as Allbirds, reporting is key to making informed business decisions. ChannelApe features prebuilt inventory, order, and fulfillment latency reports which helps to find inventory anomalies, patterns in orders or fulfillment latency by region.

Proactive custom order and fulfillment error alerting allow you to see issues with orders and fulfillment before your customer does. Reports are based on any type of data with alerts sent to your email, slack or webhook.

One Network

Having one network allows for ultimate flexibility by taking unique facilities and combining them into one standard operating procedure for all locations.

One Partner

ChannelApe is one partner that helps to simplify communication between all fulfillment facilities by utilizing one standard operation procedure, so whether your fulfillment facility is in Nevada or the Netherlands all operations look the same.



Are you ready to take your fulfillment operations to the next level?

To talk to a solutions expert today, visit channelape.com

