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## Supply Chain Visibility Helps Retailer Weather a Storm

Case Study: Christopher & Banks



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#### **Background:**

Christopher & Banks Corporation is a specialty women's apparel retailer with approximately 515 stores in the U.S. The company imports the majority of its goods from Asia through Seattle. As a fashion retailer, all of its shipments are time-sensitive and many have short turnaround from distribution center to sales floor, said Richard Perket, senior director of global logistics at Christopher & Banks.

#### **Challenge:**

A while back Christopher & Banks sought to obtain better visibility into product location while goods were in transit. The goal was to help with better planning and to ensure timely deliveries – especially of fast-selling merchandise and items that are being promoted with special marketing. Historically, this detailed order tracking was an arduous and manual process that involved calling various shipping partners, port operators and others, Perket said.

#### **Solution:**

Christopher & Banks' logistics team sought out various providers of supply-chain visibility solutions before selecting a particular vendor. After not reaping the benefits they'd hoped for, Christopher & Banks decided to meet with Navigate. Perket said the positive impact was immediate: Navigate showed a system that was up and running for a client vs. the prototype systems he had seen demonstrated from others.

Christopher & Banks engaged Navigate to integrate a system that delivered purchase-order level visibility. Navigate's system also centralized shipping data and provided customized views for Christopher & Banks and its shipping partners that made it far easier to access data.

**Navigate, an Inbound Logistics Top 100 IT Provider, is a full-service logistics company that's been delivering industry leading software solutions for clients worldwide since 2003.**

**“I can’t imagine having gone through that without having all the data in one place.”**

**Kate Chang, Christopher & Banks Manager of Global Logistics and Customs Compliance**

### **Results:**

The system became invaluable to the retailer in the summer of 2014 when a labor dispute at West Coast ports led to significant backups and delays of inbound shipments.

Several times during the port slowdown, Perket said Christopher & Banks would learn that shipments would be delayed by several weeks. For a retailer like Christopher & Banks, this could mean missed sales or markdowns if time-sensitive merchandise arrives after peak season or misses the time when key marketing and promotions are planned.

With Navegate’s system up and running, detailed information on shipment progress was readily accessible and all in one centralized location – rather than scattered among various shipping partners. “I can’t imagine having gone through that without having all the data in one place,” said Kate Chang, Christopher & Banks’ manager of global logistics and customs compliance.

On several occasions during the slowdown, Christopher & Banks would be told that a number of its containers in transit would be delayed. With purchase-order visibility, Chang and Perket were able to identify containers carrying the most time-sensitive merchandise and would then work with shippers to prioritize getting those loaded and delivered first.

**“We were in better shape than a lot of other retailers, Perket said. “Navegate’s system and the data we had gave us information we could leverage. It was extremely helpful. And we keep seeing better ways to use and realize the power of Navegate’s system.”**

### **For More Information:**

To learn how Navegate and supply-chain visibility can benefit your company, please contact us via email at [info@navegate.com](mailto:info@navegate.com), by phone (U.S.) at 1 (800) 944-2471, or visit our website: [www.navegate.com](http://www.navegate.com).



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