



distech LSKD CASE STUDY



Disttech - LSKD Case Study

LSKD is an Australian-owned and operated brand, that prides itself in producing high-quality functional sportswear with a street aesthetic.

Operating out of their Brisbane based headquarters, LSKD services customers in Australia, New Zealand and the USA. LSKD have experienced significant growth over the years and in 2023 are experiencing substantial online sales, whilst also establishing a number of retail outlets.



The last Black Friday event alone produced sales of over 430,000 units, over a 5-day period!

To cope with this demand and significant growth, LSKD looked to improve their fulfillment processes to deliver to their customer expectations, whilst gaining efficiencies in their logistics operations.

Head of operations Murilo Fabri, together with the LSKD team, identified the need to provide simple to use yet effective tools to the operational staff in the distribution centre. He also needed to provide an integrated solution to address the transactional flow from the various sales channels, through to the delivery of goods to LSKD customers.

A core component of this solution was to implement a new Warehouse Management System (WMS). After doing much research, LSKD decided to implement the Disttech WMS. As part of Murilo's selection process, he had listed a number of key criteria:

- » **The WMS must be operator friendly and simple. Keeping things simple helps staff improve efficiency and reduce errors.**
- » **The WMS must be flexible and configurable to meet the changing business requirements.**
- » **The solution must be capable of being expanded and adapted, to meet future business needs.**



After the selection process, Murilo and the LSKD team worked with the Disttech team during the planning and implementation phase. There was a tight deadline (approx. 12 weeks) to be “live” with the new platform prior to the 2022 Black Friday events.

The Disttech team were able to establish the interface requirements to several touch points including Shopify, High Cohesion, and Starshipit.

Murilo said that a refreshing aspect of the implementation process was that the Disttech team were onsite for all of the key project milestones and provided onsite support for pre and post go-live activities.

The system went live a couple of months prior to the 2022 Black Friday events and the big test was to come.

LSKD heavily promoted the Black Friday events, so they needed to deliver. To further assist, Disttech provided on-site support during this period, as well as additional remote support to ensure prompt attention to any issues, should they arise.

Murilo was delighted to report that LSKD dispatched a record number of orders (115,000 over 5 days) and their fulfilment cost to do so was reduced by 12% per unit (when compared to the previous year).

Both LSKD and Disttech strongly believe that a collaborative approach with a long term partnership view is the key for a successful project implementation.

One of LKSD’s key values is: “1% better every day”.

At Disttech we are very proud to be part of the LSKD journey and look forward to assisting with further process improvement moving forward.





Murilo Fabri, Head of Operations at LSKD

Murilo Fabri, the Head of Operations at LSKD, is originally from Brazil but moved to Australia at the age of 19. His career in the logistics sector is extensive, ranging from hands-on experience as a forklift operator to supervising continuous improvement projects, inventory management, and 3PL management. After completing a degree, he advanced to supply chain management. Murilo has worked for a number of large organisations, including the Toll Group and DB Schenker. However, the attraction and challenge of being part of a team where he could initiate innovative ideas with fewer constraints eventually inspired him to take an opportunity at LSKD. From its humble beginnings of around 70 orders per day, LSKD has grown to serve multiple sales channels and handle large volumes of orders, thanks to the impressive results achieved by Murilo and his team.

As the Head of Operations at LSKD, Murilo focuses on system improvements and simplifying information flow across multiple departments to increase efficiencies.

About Disttech

We Focus on Customer Success

Distribution Technologies Pty Ltd (Disttech), established in 2016, identified the need to provide solutions for warehousing processes and inventory management in a simple and economical way, to support our customers who are growing their business to the next level.

Our Team has vast experience in implementing warehousing and logistics solutions that deliver results. Our development team is based in Australia and has expertise in the latest technology and software methodologies to provide a superior solution.

Helpdesk and support is provided locally via our Australian head office.

Disttech's leadership team of 5, have a combined 100+ years' experience in implementing intra-logistics solutions in ANZ, ASIA and the Middle East. In addition, the 20+ staff members are subject matter experts whose relationships and experience have been developed over the many years of project implementations.





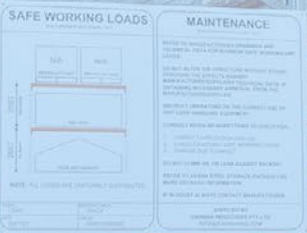
LSKD VALUE 361
**MOVE FAST
AND BREAK
SHIT**

Fail forwards...
Dare to think differently
Nothing is impossible.



LSKD VALUE 362
**1% BETTER
EVERY DAY**

Embrace change.
Reflect & grow.
Leaders are teachers.



Contact Disttech

1800 394 967 within Australia.

Outside Australia +61 2 8259 0367

Website <https://www.disttech.com.au/contact-us>

