



Life Fitness
Schiller Park, IL
www.lifefitness.com

Industry:

Industrial Manufacturing

Annual Revenue:

US\$640 million

Employees:

1,800

Oracle Products & Services:

Oracle Mobile Supply Chain Applications

Oracle Partner:

Data Systems International
www.dsionline.com

“Oracle Mobile Supply Chain Applications dramatically improved our ability to manage and ship floor-loaded products and enabled us to reduce the labor costs per-unit-shipped by 31% for the majority of our products.” – Mike Edwards, Senior Director, Global Logistics and Transportation, Life Fitness Division, Brunswick Corporation

Life Fitness Reduces Labor Costs 31% per Unit Shipped with Mobile Supply Chain Solution

Life Fitness, a division of Brunswick Corporation, designs and manufactures high-quality fitness equipment for commercial and consumer use. In business for more than 30 years, Life Fitness is the world’s largest commercial fitness equipment provider.

Challenges

- Improve ability to locate floor-loaded products—comprising 70% of company warehouse space—to ensure shipment in a timely manner
- Reduce handling of product boxes to maintain the integrity of packaging and minimize the need to repack products
- Minimize the need to schedule additional shifts and hire temporary staff during periods of high volume sales
- Reduce inventory carrying costs and remove outdated products from the warehouse floor

Solution

- Implemented Oracle Mobile Supply Chain Applications to quickly locate products for shipment and improve management of floor-loaded product inventory
- Worked with Oracle Partner Data Systems International to accelerate implementation by minimizing customizations—to implement the solution and integrate inventory product information in just seven weeks
- Reduced the labor costs per unit-shipped by 31% during the first year by providing accurate locators to pinpoint the exact location of ordered products within 15 minutes
- Cut additional resources required for the high-volume month of December from six temporary workers and a full third shift in 2007 to no extra staff and one Saturday shift in 2008
- Eliminated mixing of stock-keeping units to avoid unnecessary product handling—minimizing degradation of shipping boxes and repackaging costs
- Enabled warehouse staff to run queries previously limited to the shipping office for information searches and reports
- Achieved return on investment in just six months to ensure cost efficiency in challenging economic times
- Reduced overall inventory by 8% to 10% with the ability to clear out old products and remove any product that is on quality hold—eliminating carrying costs on shipping