

Case study

Driving modern logistics management for Peak and beyond

How fulfilmentcrowd partnered with Iron Mountain to optimize fulfillment and scalability for one ecommerce retailer's warehousing challenges.

Finding the right location for Peak success

UK-based fulfilmentcrowd provides supply chain and logistics solutions to high-growth omnichannel brands. Its global operating platform and 'control tower' approach enables the organization to offer clients a fully flexible and super-scalable Warehousing-as-a-Service (WaaS) proposition, with easy access to a network of sites across the UK, Europe, Australia, and the United States. Responding to strong customer demand from domestic and international clients, fulfilmentcrowd required a trusted partner to provide modern warehouse capacity and a skilled, motivated workforce who could deliver consistently excellent service levels.

An ecommerce apparel brand and one of fulfilmentcrowd's US-based customers experienced limitations with its fulfillment operations in New York City. The customer operated out of an office block, which restricted its visibility into inventory, orders, and throughput. Plus, the level of data integrity the company could achieve

from its existing setup was simply not meeting its needs.

In August 2023, fulfilmentcrowd's customer approached Peak season knowing its current fulfillment provider wouldn't be able to keep up with demand. The fulfilmentcrowd operations team began seeking a new partner to help handle the tens of thousands of SKUs and high customer expectations for the upcoming holidays.

In collaboration with fulfilmentcrowd, Iron Mountain offered a strategically located warehousing solution in Edison, NJ, to facilitate easy inventory transfers. While Iron Mountain provided specialized apparel-ready pallets and warehousing space, fulfilmentcrowd managed the technology and customer service. The implementation timeline was aggressive, with initial discussions in late August, contract signing by mid-October, and go-live by mid-November, just in time for Peak.



Industry

Fulfillment services, 3PLs, and ecommerce

Challenge

Facing Peak season pressures and the need for long-lasting agile scalability, global logistics leader fulfilmentcrowd decided it was time to find a new warehousing and logistics partner for its US-based ecommerce customer.

Solution

Warehousing & Logistics

Results

- > **Strategic location:** The proximity of Iron Mountain's Edison, NJ, warehouse to the ecommerce customer's New York City office allowed for frequent and easy stock transfers.
- > **Operational efficiencies:** Iron Mountain's ability to meet tight deadlines and handle SKU complexities during Peak was a significant improvement over the customer's previous operations.
- > **Scalability and flexibility:** The partnership allowed the customer to scale operations quickly and respond flexibly to market demands, particularly during product drops, which typically see a high volume of sales in a short period.

“ Iron Mountain’s agility and proactive approach to meeting tight deadlines helped drive our decision. The results we’ve achieved prove that decision was a good one. ”

Paul Taylor, Chief Operating Officer, fulfilmentcrowd

Modern warehouse solutions

While fulfilmentcrowd and its customer were initially drawn to Iron Mountain for help during Peak, the customer is now operating a year-round bustling hub out of the Iron Mountain Edison facility, processing thousands of orders per month with more than 30,000 SKUs on file.

Using a unique racking system with specialized, flexible shelving, the Iron Mountain warehouse is equipped for hard-to-store items like t-shirts and shoes to ensure product integrity and organized fulfillment.

Coast-to-coast (to coast) coverage

Ongoing alignment between fulfilmentcrowd and Iron Mountain has not only resolved the customer’s immediate logistical challenges but positioned it for more efficient and scalable operations in the future. **Iron Mountain’s Edison warehouse is now the distribution center for six of the customer’s stores that have opened in the US since the initial partnership.** This expansion encompasses both B2C and D2C operations, fulfilling inventory needs for the stores through a specialized order system.

And the fulfilmentcrowd and Iron Mountain partnership extends beyond the US market. Teams are working together in the UK and exploring opportunities in Europe for further expansion.

Iron Mountain Warehousing and Logistics

Whether you’re looking for overflow storage space, multi-node seasonal or Peak surge management, or pallets positioned closer to your key retail locations, we’re here to make it happen. Streamline your operations with our fast onboarding, flexible service agreements, customizable racks and spaces, and expert shipping preparation services.

Learn more at: www.ironmountain.com/services/warehousing-and-logistics



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About Iron Mountain

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