

On the Fast Track

FRONT RUNNERS



New Balance Los Angeles

Pasadena • Santa Monica • South Bay

FrontRunners LA

Fast Facts

Industry

Athletic Shoes and Work Out Wear

Headquarters

Los Angeles, California

Description

[FrontRunners](#) is a premier retailer of athletic shoes and work out wear. Operating under the name

FrontRunners, the company is a New Balance Franchisee in the Greater Los Angeles area for over 30 years. FrontRunners has helped keep Los Angeles in shape and in fashion with their signature customer service philosophy and can-do-spirit-based on a strong but simple phrase “you’re welcome!” The company prides itself in building loyal customer relationships with its knowledgeable staff working closely with each customer.

Founder

Paul Tordella

Number of Retail Stores

Three

“We saved over \$50,000 a year in human resource costs along using ASN. Our staff now just scans one barcode on the carton and WinRetail receives all the contents in the carton.”

-Thac Leong
General Merchandising Manager
FrontRunners



Business Challenge

FrontRunners’ process for entering purchase orders was cumbersome and slow, involving the creation of POs, printing documents, and faxing or emailing POs to the manufacturer from their corporate office in Santa Monica, CA. When goods were shipped, employees were tasked with opening boxes and scanning each item. These inefficient processes were wasting time and money.

Business Solutions

To automate the process, [JDS Solutions](#) deployed the EDI 850 Purchase Order format and ASN (Advanced Shipping Notice) 856 through SPS Commerce with its flagship retail software, WinRetail®.

Business Benefits

- Reduced costs
- Faster turnaround time from the vendor
- Increased accuracy of receiving merchandise
- Improved operation efficiencies
- More efficient use of staff time

Moving Forward

FrontRunners could now send purchase orders to vendors electronically. This process gave FrontRunners better shipping priority and more shipping accuracy from the vendor. As a result, vendors can now send back an Advance Ship Notice to notify Frontrunners of a shipped product. In addition, an Advanced Ship Notice includes detailed information of the expected number of cartons and the merchandise inside the carton allowing them to receive entire batches of shipments in just minutes. This function drastically reduces the number of receiving errors and ensures the shipment and receipt of the correct merchandise.

Satisfied Customer

"ASN enables us to get a better feel of what's inbound into our stores and have a better expectation of when to receive things. It allows for more accurate receiving at all steps of the process."

-Thac Leong, General Merchandising Manager
FrontRunners

About JDS Solutions

JDS has gained its customers' trust, respect, and loyalty by providing excellence customer service, superior products and innovative thinking. In turn, JDS has earned the distinction of declaring 100-percent customer satisfaction throughout its diverse customer base using WinRetail[®], its flagship Retail Management and POS System.

Founded in 1990, JDS is headquartered in Carlsbad, California with offices in Baltimore, Boulder, Iowa and Detroit. JDS serves mid-size retailers in North American, Hawaii, Asia Pacific and the Caribbean.

Contact information

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From Vendor Name Address Line 1 Address Line 2 Address Line 3	TO DC Number (08) Consolidator Address or EC Address Address Line 1 Address Line 2 Address Line 3 <small>(Include Store Address only when shipping direct to store)</small>
(420) SHIPMENTAL CODE (420) 90266 	CARRIER CARR: Carrier Name (01) 1234567890123456789 (01) 1234567890123456789
PO# A12345-01 Pallet 1 of 2 Vendor #039115-000	
STORE (91) 0001 	STORE # 0001
SSCC-10 (00) 0 004686-3 000008295 7 	

Figure 1: Sample ASN Receiving Label for Rapid Receiving for Shipping Clerks