



C A S E S T U D Y

Sensormatic

by Johnson Controls

Case Study: Brooks Running

Sensormatic Solutions' RFID expertise delivers gains in Supply Chain Visibility and eliminates shipping errors at an athletic footwear and apparel leader's primary U.S. distribution center.

Summary:



Retail



Apparel



Sporting Goods

Benefits:



100% accuracy of picked/
packed items at the
distribution center



RFID scanning is 26 times
faster than manual bar
code scanning



Real-time notifications
enable immediate
error identification



Automated shipping audit
process reduces human
error and overall costs



Reduction in
chargebacks

About Brooks Running

Brooks Running creates market-leading performance running footwear, apparel, and accessories distributed worldwide. Since 1914, Brooks has been propelled by a never-ending curiosity with how humans move, pushing the limits of motion science, engineering, and technology to create gear that unlocks the power of energy and movement for everyone.



Project

With decades of success as a market leader in performance running products, Brooks knew it was time to invest in an industry-leading solution that could ensure that items shipped matched items ordered every time — so they turned to the RFID experts at Sensormatic Solutions.

Sensormatic Solutions' Professional Services team worked consultatively with Brooks' leadership to scope, test, and implement an end-to-end inventory intelligence solution. That solution included Sensormatic's TrueVUE Cloud, plus on-demand printing and encoding services that ensured items were RFID tagged with unique electronic product code (EPC) labels and APIs to connect seamlessly with Brooks' warehouse management system (WMS).

Challenge

To best meet its customers' needs, Brooks sought to ensure that items shipped matched items ordered every time. Striving for 100% accuracy, the company was in search of an inventory intelligence system, with a quick implementation turn-around timeline.



Results



100% of products shipped are tagged with RFID labels to ensure accuracy, traceability, and visibility



Substantial reduction in shipping errors, human errors, and overall costs



End-to-end inventory visibility and real-time notifications



Greater operational efficiency and full compliance with retail partner requirements



Reduction in chargebacks

The Solution

With thousands of orders being shipped and only a limited time to deploy the solution across the entire distribution center, Sensormatic Solutions quickly leveraged its RFID expertise to design and implement a system that reduced costs, delivered real-time notifications, and empowered the Brooks team to ship with 100% accuracy.

Now armed with a fully connected supply chain ecosystem that includes on-demand EPC printing, mobile RFID readers, and Supply Chain Visibility powered by TrueVUE Cloud, the Brooks team has a digital audit trail for every item shipped without the need for time-consuming (and often inaccurate) manual audits. Plus, use of mobile RFID readers eliminated the need to bring products to a dedicated workstation for tagging, reducing handling time and improving workflow.

“Use of RFID technology in distribution centers is increasing at a rapid pace, with high demand for Sensormatic Solutions’ RFID-powered TrueVUE Cloud distribution center solutions,” said Umesh Cooduvalli, business development executive at Sensormatic Solutions. “It eliminates errors during the packing phase to ensure accurate shipments, and it also provides an audit trail of each item shipped to customers for compliance.”

Ultimately, partnering with Sensormatic Solutions has enabled Brooks to ship faster and more accurately, reduce costs, and move toward end-to-end inventory visibility throughout the picking/packing and shipping processes.

At Brooks, we started exploring RFID solutions over a year ago. After enabling source tagging, we deployed on-demand printing and encoding of RFID tags at our distribution center and the RFID-enabled audit station from Sensormatic Solutions. These distribution center use cases have proven to be highly efficient. The speed and accuracy, along with the data we capture for accurate shipments, have been amazing.”

Steve LeClerc,
Director of Distribution,
North America, at Brooks Running





About Johnson Controls:

At Johnson Controls (NYSE:JCI), we transform the environments where people live, work, learn and play. As the global leader in smart, healthy and sustainable buildings, our mission is to reimagine the performance of buildings to serve people, places and the planet.

Building on a proud history of 140 years of innovation, we deliver the blueprint of the future for industries such as healthcare, schools, data centers, airports, stadiums, manufacturing and beyond through OpenBlue, our comprehensive digital offering.

Today, Johnson Controls offers the world's largest portfolio of building technology and software as well as service solutions from some of the most trusted names in the industry.

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About Sensormatic Solutions:

Sensormatic Solutions, the leading global retail solutions portfolio of Johnson Controls, powers safe, secure and seamless retail experiences. For more than 50 years, the brand has been at the forefront of the industry's fast-moving technology adoption, redefining retail operations on a global scale and turning insights into actions. Sensormatic Solutions delivers an interconnected ecosystem of loss prevention, inventory intelligence and traffic insight solutions, along with our services and partners to enable retailers worldwide to innovate and elevate with precision, connecting data-driven outcomes that shape retail's future. Please visit [Sensormatic Solutions](https://www.sensormatic.com) or follow us on [LinkedIn](#), [X](#) and our [YouTube channel](#).



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