

CASE STUDY

Adairs Brings Supply Chain In-House with Manhattan SCALE™

Unlocking \$5M AUD in Annual Savings

DG
ODD

DF
EVEN

MRP
Zone

MRP
Zone 3

adairs



adairs

Adairs, one of Australia's leading home furnishings and decor retailers, has successfully transitioned from a third-party logistics (3PL) model to a fully in-house supply chain operation.

By implementing Manhattan SCALE, Adairs gained greater control, improved operational efficiency and unlocked significant cost savings – all while enhancing the customer experience across retail and ecommerce channels.



The Challenge: Scaling Without Compromise

As consumer expectations rose and ecommerce volumes surged, Adairs recognised that its outsourced logistics model was limiting growth and agility.

“We were at the mercy of a third party when it came to cost, service levels and customer outcomes,” said Justin Dowling, the general manager of supply chain at Adairs.

To stay competitive and future-proof its operations, Adairs needed to:

- › Transition from 3PL reliance
- › Gain full control of fulfilment processes
- › Increase operational efficiency across retail, ecommerce and corporate channels
- › Consolidate distribution operations into a single, agile facility
- › Minimise disruptions during peak periods and seasonal surges

Adairs sought a ready-to-deploy, robust warehouse management system that could drive this transformation without requiring extensive customisation.



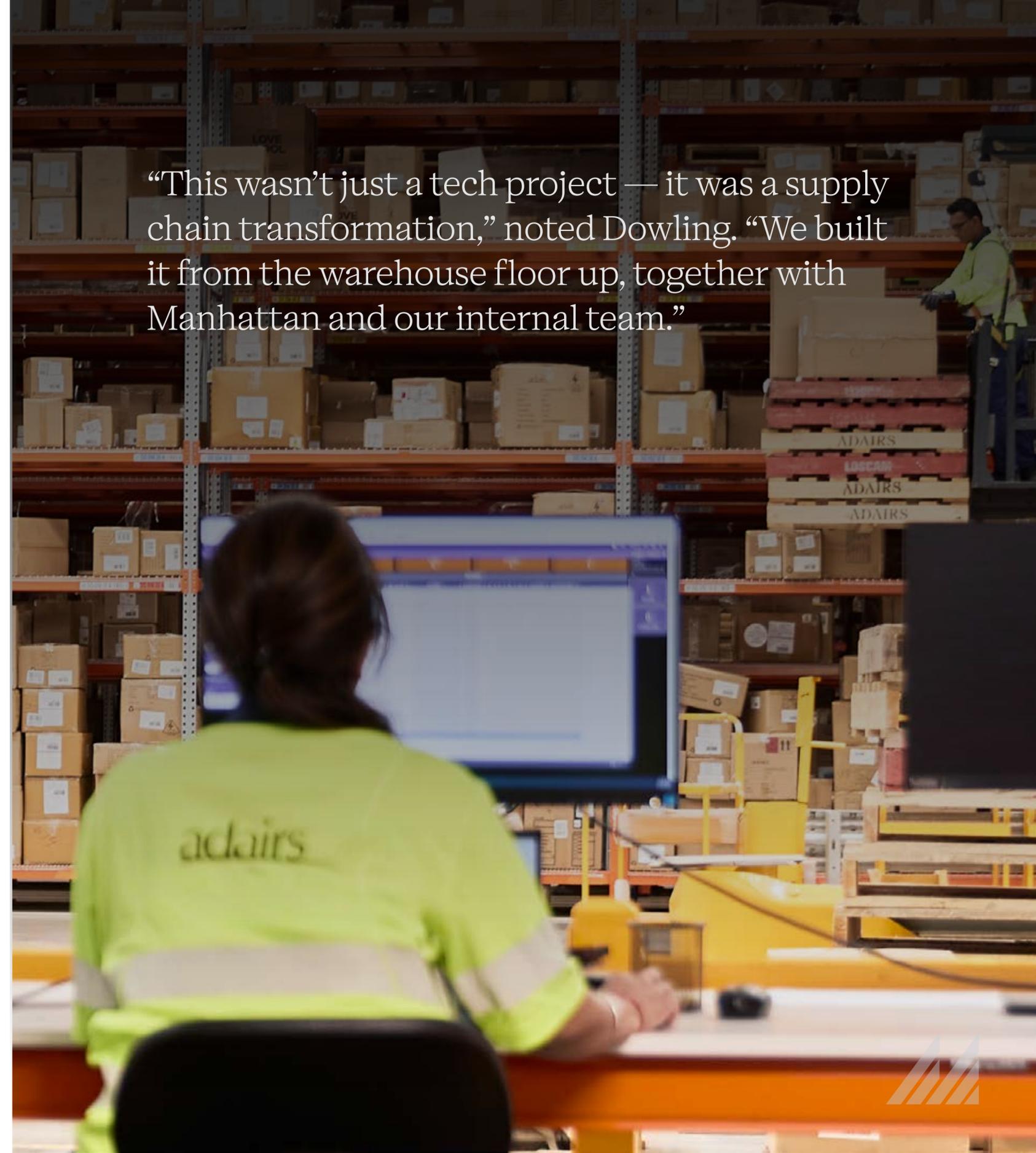
The Solution: Manhattan SCALE as the Backbone of Supply Chain Reinvention

After a thorough evaluation, Adairs selected Manhattan SCALE, a solution that empowers customers with broad capabilities to streamline inventory management, order processing and shipment execution. With its ideal blend of features, functions and technology, SCALE is particularly well-suited for the dynamic demands of Adairs' businesses. The solution's rapid deployment, ease of use and low training requirements give Adairs a foundational platform for supporting various customer models and improving internal operations.

Key Features Deployed:

- › Flexible, off-the-shelf implementation: Minimal customisation enabled a rapid go-live in just 12 months.
- › Omnichannel fulfilment: All orders — retail, online and corporate — now flow through a single, integrated distribution centre.
- › Automated inbound and outbound logistics: Enhanced processing capabilities improved inventory accuracy and accelerated throughput.
- › Operator-centric design: Streamlined onboarding and intuitive workflows made scaling labour during peak periods easy and effective.

“This wasn't just a tech project — it was a supply chain transformation,” noted Dowling. “We built it from the warehouse floor up, together with Manhattan and our internal team.”





The Results: \$5M AUD Saved, 1M More Units Shipped and New Operational Agility

Since going live in July 2024, the impact has been immediate and measurable.

\$5M

AUD in annual savings

1M

more units shipped to stores vs. the previous year

24%

increase in ecommerce fulfilment

17%

rise in inbound volume processing

100%

order fulfilment from a single distribution centre, boosting stock availability and simplifying operations

Impact:

- › Full control over fulfilment operations
- › Improved responsiveness during peak demand
- › Enhanced labour agility through faster onboarding
- › A platform to support future growth and new service models



Looking Ahead

With Manhattan SCALE as its supply chain backbone, Adairs is now positioned to respond faster, operate smarter and grow with confidence.

“Manhattan has helped us simplify and scale. We’re no longer reacting to capacity constraints — we’re planning for growth,” said Dowling.



