



CASE STUDY

Emmelibri rewrites the book on better operations

Manhattan helps Emmelibri increase the hourly productivity of its supply chain processes by **25%**





Emmelibri – Gruppo Messagerie is the largest platform for books in Italy, coordinating distribution and commercial activities in the book sector. The Emmelibri distribution centre in Carpiano, dedicated to wholesale services, operates with the support of Manhattan Associates’ Warehouse Management System technology.

With the introduction of [Manhattan SCALE™](#), they replaced their traditional management systems with an advanced platform. The implementation of Manhattan SCALE led to increased productivity, enhanced inventory control and reduced costs, ultimately ensuring the timely delivery of items and a customer experience that exceeded expectations.

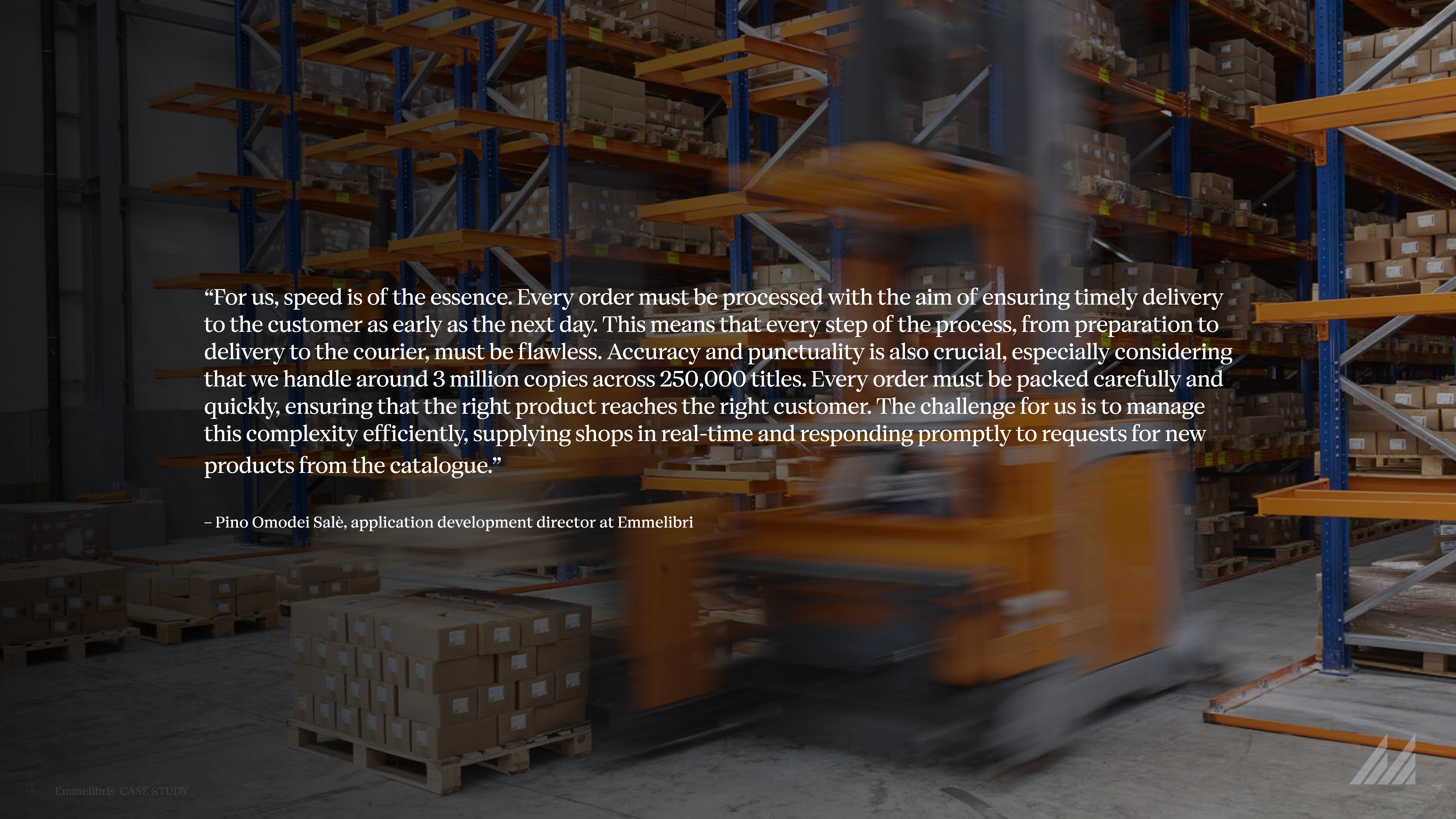


The challenge: Managing supply chain and logistics pressures

Emmelibri's logistics centre in Carpiano is staffed by over 100 employees, handling around 2,000 orders per day, that adds up to around 60,000 copies of books. The large volume of books processed by Emmelibri means it is essential to guarantee meticulous, data-driven precision and punctuality in their warehouse management, relying on efficient, fast product delivery.

To manage these operations efficiently and accurately throughout the year, particularly during peak times, while ensuring an intuitive user interface, the team at Emmelibri chose Manhattan SCALE.





“For us, speed is of the essence. Every order must be processed with the aim of ensuring timely delivery to the customer as early as the next day. This means that every step of the process, from preparation to delivery to the courier, must be flawless. Accuracy and punctuality is also crucial, especially considering that we handle around 3 million copies across 250,000 titles. Every order must be packed carefully and quickly, ensuring that the right product reaches the right customer. The challenge for us is to manage this complexity efficiently, supplying shops in real-time and responding promptly to requests for new products from the catalogue.”

– Pino Omodei Salè, application development director at Emmelibri



The solution: Manhattan SCALE

The priority for Emmelibri was to avoid the difficulties associated with managing numerous customisations. During the project, an in-depth analysis of the software was carried out by the Manhattan Associates team, taking into account the main objectives, including the management of retail reference labels. Another decisive factor for Emmelibri was the need to have a support team based in Italy to ensure quick resolutions for any technical problems.

At the end of the evaluation process, Emmelibri chose Manhattan SCALE, a dynamic solution for warehouse management, offering flexible configuration, a modern and user-friendly interface, and rapid integrations. The warehouse management system also helped to further streamline operations, personnel and transport management capabilities with real-time analysis. Its powerful cloud-native technology enables automatic updates too, meaning the Emmelibri team has access to 'always-on' innovation every 90 days.





From theory to practice: Implementation

To meet Emmelibri's unique needs, Manhattan Associates first defined how the solution could be customised and integrated into its existing business environment. Once this phase was approved, Emmelibri carried out 'dry runs' and operational tests in which the physical system was put into operation to verify its effectiveness. Following the preparation process, the final loading of data and the transition to the live system took place. Finally, the system went live, meeting Emmelibri's needs in an efficient and scalable manner.

“The solution has fully integrated with our supply chain systems using standard interfaces, and even physical systems such as palletisers and scales have been integrated with minimal customisation required. In addition, the recent solution upgrade has significantly improved the user interface, simplifying navigation and increasing productivity further. This latest seamless upgrade has further simplified our warehouse operations, eliminating redundant steps and paving the way for future migrations to the cloud.”

– Alessandra Borgonuovo, IT logistics manager at Emmelibri



The result: A winning collaboration

The implementation of Manhattan SCALE has produced significant results in terms of operational efficiency, service levels and profitability. Emmelibri reported an increase in productivity of up to 90 pick lines per hour per operator, resulting in significant cost savings. It also improved employee engagement, as many of Emmelibri's team found the new system easy and engaging to use. Most importantly, the speed to market increased, with a 25% increase in productivity per hour, facilitating faster and more responsive product flows. Overall, the improvements effected by Manhattan SCALE have positively impacted the entire cycle of Emmelibri's operations, helping to optimise business performance, while making day-to-day operations more efficient too.



The future of Emmelibri

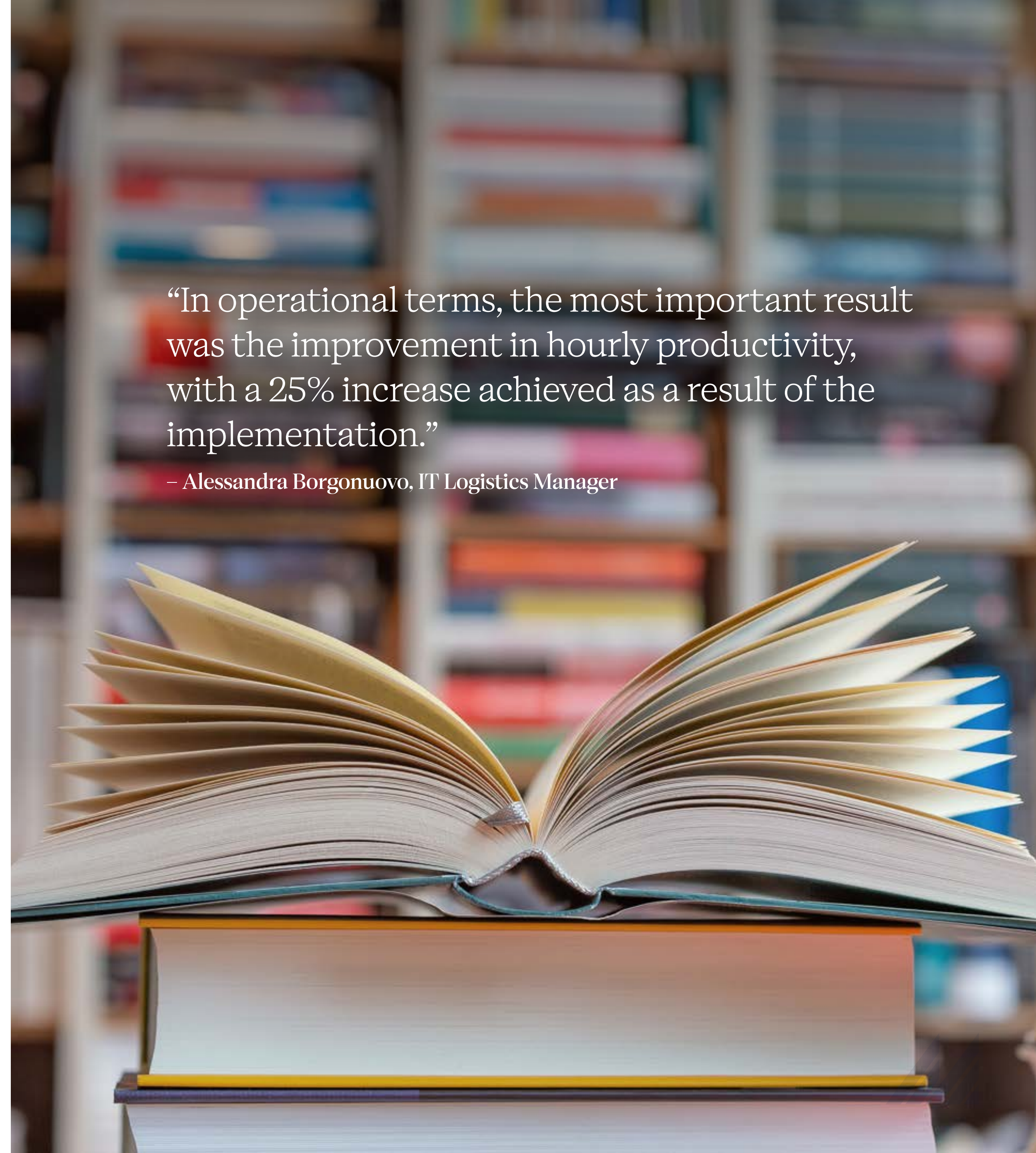
A special focus for Emmelibri is encouraging small but frequent orders instead of large, one-off instructions, in order to make the stock management process more agile and responsive. Looking to the future, Emmelibri aims to maintain its commitment to customer service by leveraging Manhattan's quarterly innovation cycle, enabling it to adapt swiftly to future market changes, while continuing to improve its operational efficiency at the same time.

“Our strategy is to constantly improve the service we offer our customers in terms of speed, accuracy and completeness of the offer.”

– Pino Omodei Salè, Application Development Director

“In operational terms, the most important result was the improvement in hourly productivity, with a 25% increase achieved as a result of the implementation.”

– Alessandra Borgonuovo, IT Logistics Manager



About Emmelibri

Emmelibri, the largest book platform in Italy, coordinates all distribution and commercial activities, providing support services. Over time, it has evolved into an important group which today, through its subsidiaries and affiliates, operates in book distribution, wholesale, traditional and online bookshops, large-scale distribution and book offers.

The Emmelibri Group companies distribute through all channels thanks to three logistics platforms dedicated to book storage and processing. Almost 50% of the books distributed in Italy pass through the 80,000 square metres of the C&M warehouse in the Città del Libro in Stradella, the 13,500 square metres of the warehouse owned by Carpiano, and the 6,000 square metres in Brescia.

www.emmelibri.it