



SOLUTION REVIEW: ROYAL APPLIANCES

Leading Appliance Company Merges Processes and Plants During Acquisition, Deploys Oracle WMS to Manage Streamlined Shipping and Logistics

ABOUT ROYAL APPLIANCES

The first Royal vacuum cleaners were made by the P.A. Geier Company in 1905. Geier started producing metal cleaners by hand in a backyard garage in Cleveland, Ohio. Soon the company grew and operated two divisions, a cleaner division and a machining division. In addition to vacuum cleaners, the company produced mixers, hair dryers, and washing machine units.

THE CHALLENGE

In 2007, Royal and Hoover merged. The logistics operations of both companies also needed to be merged within 60 days without missing a shipment. The two companies used different WMS and processes, and a single enterprise system needed to be deployed to manage the reengineered shipping and logistics business processes (BPs).

THE SOLUTION

Gaea reengineered the shipping and logistics BPs and implemented Oracle Warehouse Management (WMS), Shipping, Inventory, Discrete Manufacturing, and Supply Chain Management (SCM). Gaea's analysis of both companies' processes identified key challenges and opportunities in order to build a streamlined process that leveraged synergy across all brands.

Gaea implemented Oracle WMS across multiple Hoover facilities, and built a risk-mitigated plan to avoid any disruption in business during the distribution center consolidation period.