

Leading Beauty
Box Subscription
Company Expands
Ecommerce Presence
with enVista's
Infrastructure Services



THE COMPANY

As a leader in the beauty box subscription industry, it is one of the fastest growing companies in the nation with a global community of millions of beauty enthusiasts.

THE OPPORTUNITY

The client was experiencing substantial growth with its beauty box subscription service and required a distribution model that would support the booming business. Limited to a single distribution center (DC) in Charlotte, NC, the client needed to build out a new ecommerce facility to not only keep up with the growing demand for their product, but also expand their footprint beyond their current location.

With the high volume of varying products coming into its DC, along with the kitting, customizations and packaging needed before the final product can be shipped out to customers, it was critical that the new facility had an infrastructure that would support both the product movement and all the workers that had a role in getting the beauty items out the door to the loyal (and growing) customer base.

ENVISTA'S SOLUTION

The project was managed in three phases – network infrastructure, end user devices, and server infrastructure.

Phase 1 saw the network infrastructure build-out for a new 575,000 sq. ft. ecommerce facility in Kansas City, KS, which required optimized site design plans to minimize network latency. It also needed infrastructure installation of both wired and wireless networks, firewalls and Cisco networking equipment.

Phase 2 focused on user personas and end-user devices. Keeping in mind the product journey and need to ensure efficiency in the new facility, it was important to understand the various roles and responsibilities, as well as the devices that were being used to do those jobs, including workstations, handheld scanners, printers and more. By taking a closer look at the individual user personas, the team ensured that the facility floor plan was designed to enable the data exchange between workers and workspaces to be fluid, and that everyone was equipped with the best device suited to their specific roles.





With the successful outcome of the infrastructure design and implementation, the client looked to enVista to also source their Zebra radiofrequency and peripheral mobility equipment.

Phase 3 represented the server infrastructure scope for the onsite servers and SAN for the client's warehouse control system and pick-to-light systems. In addition, enVista provided the overall project management service along with consulting to procure, pre-configure and install the technology.

THE RESULTS

enVista managed the end-to-end responsibilities of this project and, as a result, the project was delivered on time and on budget. The new facility had 100 percent wireless coverage. The implemented network and server infrastructure was aligned with the critical end-user, automation and material handling equipment that was required for effective operation of the facility. Lastly, the client was able to decrease the number of different vendors they would normally have to work with by relying on enVista's end-to-end capabilities.



Let's have a conversation.[™]

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