



Sole Technology is a globally recognized leader in action sports footwear and apparel with sales in more than 70 countries. They are the largest private action sports company, with revenues approaching \$200 million across their popular brands: etnies, etnies Plus, Emerica, éS Footwear, ThirtyTwo, Altamont, and STI Lab.

Sole Technology currently deploys AWLview WMS at its distribution center (DC) in Fontana, CA, which was built primarily to address physical overcrowding at the previous AWLview managed DC in Lake Forest, CA. The Fontana DC is approximately 300,000 square feet, supporting retail orders, returns, e-commerce orders, and value-added services. AWLview was instrumental in moving and tracking inventory at both old and new DC locations, as well as in-transit, to support relocation of their facility. Due to excellent planning, order fulfillment was not interrupted during the transition.



Minerva's AWLview software is a full-featured WMS for Sole, supporting over 120 RF users on Motorola hand-held devices. Zebra bar-code printers are utilized throughout the material flow process. AWLview also maximizes the visibility and tracking of inventory through license plate numbers (LPN) and smart labels. A simple verification scan of the smart label provides a one scan

receiving process with embedded PO information for matching product and quantities to planned receipts. AWLview tracks inventory down to the case and pallet LPN, and their discrete locations.



AWLview interfaces to an automated conveyor system at Sole, which covers two pick modules on three stories, the VAS mezzanine and lastly to a shipping area. AWLview real-time, system-driven processes direct operators in the pick modules to fill orders using a pick-and-pass methodology. AWLview also directs full case picking in other areas of the distribution center. AWLview cartonization logic

selects the appropriate sized boxes for each shipment, and directs the operator to pick and pack the appropriate items in each carton. AWLview tracks each outbound carton by its carton ID. Interfacing to an in-line weigh scale allows AWLview to divert any carton whose weight is out of the defined tolerance level for a packing audit. Customer returns and refusals are also managed by AWLview. Sole utilizes a full ABC cycle count and glance count features in AWLview to maintain up-to-date inventory levels.

At the height of the economic downturn of the late 2000s, Sole began to explore the possibility of utilizing its excess storage capacity and using AWLview to become a hybrid 3PL, fulfilling Sole Technology brand orders in addition to potential 3PL customers. At the beginning of 2011, Sole Technology began to receive product for its first 3PL customer, a rapidly expanding footwear firm, Shoedazzle. With minimal changes, Sole was able to take advantage of their field-proven AWLview WMS implementation for the new 3PL operations and has never looked back.

AWLview also manages Replenishment, Relocation, Miscellaneous Issues, Warehouse Transfers, and other distribution and order fulfillment functions for Sole. AWLview seamlessly interfaces with Sole's Microsoft Dynamics AX ERP and Clippership manifest system. Future upgrades include upgrading to the latest AWLview release, version 10, in conjunction with a migration from a Sun Solaris and Oracle DB server environment to Windows Server 2008 R2 and MS SQL 2008 R2.