



Online Fashion Retailer Singer22.com Improves Order Processing Time with the New Wireless Warehouse Management System From Data Subsystems Inc

Singer22.com, one of the leading fashion retailers, reported that it has further improved the order processing time with implementation of the new wireless [warehouse management system](#) (WMS) created by Data Subsystems. This WMS system is a part of DataSub enterprise resource planning (ERP) solution that Singer22 has recently installed for business management.

(Vocus) March 31, 2010 -- Singer22.com, one of the leading fashion retailers, reported that it has further improved the order processing time with implementation of the new wireless warehouse management system (WMS) created by Data Subsystems. This WMS system is a part of DataSub enterprise resource planning (ERP) solution that [Singer22](#) has recently installed for business management. Data Subsystems ERP solution consists of orders processing, warehouse management, customer relationship management, purchasing, products management and other subsystems that conveniently interface with each other and create a unique business solution. “We were able to push our high customer service standards even further and our warehouse operation became much more efficient”, commented Jon Singer, the CEO of Singer22.

[Data Subsystems ERP solution](#) has an integrated state-of-the-art Warehouse Management System that is based on barcode technology and wireless handheld devices. The system supports practically unlimited number of warehouses, stores and product bin locations. New warehouses can be added with the help of built-in 3D Warehouse Modeler. This is a powerful application that allows creation of a 3D model of warehouse and specification of all its bin locations. It sets a code and prints a barcode tag for every newly added location, and it becomes instantly available to be filled with the products from the Purchasing System.

[DataSub WMS](#) system uses wireless network for efficient warehouses operation. For the wireless network the system utilizes multiple Wi-Fi routers that are interconnected with a proprietary technology. This technology provides reliable wireless connection without dead spots on any areas and any number of floors. For all operations WMS system takes advantage of wireless mobile scanners that make warehouse management more efficient and increase orders processing speed. It uses durable and reliable Motorola MC9090-G wireless handheld devices with built in barcode scanners and comfortable pistol grip. The handhelds run on modern Windows Mobile operating system, have large and contrast display and pass the industry's most stringent drop and tumble tests. The system has special optimized interface for the handhelds screen where all input is done with the help of barcode scanner. The system supports different types and standards of barcodes.

WMS system uses Zebra printers to print product labels and bin labels with barcodes. The printers are equipped with PrintServer II that connects them with the warehouse network. The labels are printed using ZPL direct print through IP connection from any device in the warehouse, including wireless handhelds.

Purchasing System is an important part of the [warehouse management system](#) that offers a complete purchasing solution including purchasing orders creation, processing, receiving, vendor returns processing, etc. Purchase orders can be created based on inventory quantities, product sales, sales anticipations and inventory forecasting. The orders are generated in form or tables for the vendors and stored in the system in purchase orders manager. When purchase order arrives, it is received through the receiving system. Every product during receiving process



gets a printed barcode label with unique inventory number, product name, assigned warehouse and bin location. That way WMS system keeps track of the inventory flow in all warehouses.

Advanced reporting system allows custom inventory flow reports and other advanced features such as inventory forecasting, warehouse density map and inventory bin movement optimization. WMS system is also integrated with all points of sale (POS), so whenever a product is sold in the store, the sale is registered in the system. Currently Data Subsystems WMS solution manages products in two warehouses and two stores for Singer22.com.

About Singer22.com, Inc.:

Singer22 is one of the [fashion industry's leading retailers](#) with top brands worn by today's celebrities such as Nicole Richie, Vanessa Hudgens, Ashley Tisdale, Paris Hilton, Katie Holmes, Lindsay Lohan, and Angelina Jolie just to name a few. Singer22 was started by husband and wife team of Jon and Alicia Singer and has evolved into one of the fashion industry's leading retailers and source for the latest in fashion trends. Their first store opened in Great Neck, NY together with online store at www.Singer22.com. Within a year came the second store in East Hills, NY with more in the works to open in the near future.

About Data Subsystems, Inc.:

Data Subsystems, Inc. is a [software development company](#) that specializes in business software and web development. It is currently based in Tampa, Florida and has several development offices in Eastern Europe. Data Subsystems ERP solution was created on the basis of many years of company experience in ecommerce, web development and warehouse management solutions. The company also has experience in search engine marketing and search engine optimization. The combination of professional management, skilled developers and experience makes this company stand out above the rest.

For more information about Data Subsystems, Inc. visit www.datasub.com

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