

# For DITA Eyewear, the focus is on delivering quality



**Founded in 1995, DITA is a premium, luxury eyewear brand that started in California.**

A niche product, DITA has grown a substantial following among celebrities, musicians, athletes, and fashion industry insiders around the world. Just a few of its celebrity clients include Lady Gaga, J-Lo, and actors The Rock, and Hillary Duff.

DITA has two main product tiers, it started life as a sunglasses company, but now also does optical frames. In addition to its main brand, DITA launched Lancier, an active lifestyle brand. It also has Epiluxury, its flagship high-end offering, with pieces ranging from around €2,500, up to €5,000.



## Global

Growing presence



## Sales channels

With eCommerce, retail & B2B wholesale accounts



## Shipping

Capacity increased through efficiency

Scurri caught up with Orla Skally, Director Of Operations, to discuss the company's growth, its future plans, and how solving critical logistics challenges has helped it deliver on those ambitions.

East, South Africa, and Israel, among others.

DITA is defined by two things, that is design, when you see our product, you know it's DITA, there are no other brands doing the same style. Then it's about materials and craftsmanship. With Japan, it's like Swiss watches, it's the place to go for high-end eyewear.

"All our products are handmade in Japan." Orla says. "It's amazingly popular, and the brand is reaching high levels of sales."

The brand is predominantly better known in the US, our biggest markets are in Europe are the Netherlands, France, Italy, and the UK does quite well aswell. So the brand is about 20 years old, and still growing, which is obviously pleasing for us."

"As well as eCommerce, we have retail locations as well, around ten stores globally. So we have retail, eCommerce and B2B wholesale accounts, as well as distributors in territories like the Middle



"For us, Scurri solved a processing bottleneck. It was easy to pick and pack the product, but then we had a queue for shipping because we were manually typing in the address, which we had to go and find, which meant going in and out of two programmes."



## Seamless order processing

In her current role for eight years, Orla Skally is responsible for DITA's Dublin-based logistics operation. The Irish processing hub is one of the brand's three logistics centres, one in the US covering the Americas, Dublin that looks after the EMEA region, and a Japanese logistics centre for all Asian territories, including China, DITA's biggest emerging market.

With a growing global presence, and a loyal, established following, getting the logistics piece right first time, and within that, the seamless processing of orders, is something the company was keen to invest in.

"One of the issues we had was having to log in and out of NetSuite, our ERP system, and our existing delivery solution which was located on three different PCs. It took time, and if a client's details changed, we had to manually update them."

"At the time we had three PCs for DHL, each PC had a different address book, so if somebody moved or changed their address, you had to update the three databases."

"When you're shipping manually, depending on what PC you were on, it could go to the wrong database, it was a bit of a disaster really. It was all very manual and slow. It was those kinds of delivery bottlenecks that saw us look for a better solution."

"I was speaking to DHL, and they referred Scurri to me, because they work with Scurri, that is how I found out about it."

## Enter Scurri

According to Orla, the relationship with Scurri started as a result of the need to move to integrated shipping. The company did not have a stand alone integration with DHL through NetSuite. In effect, that meant having to rely on an outdated process.

"In order to save time, and gain efficiency within our small logistics centre, I started looking for solutions to see, could we automate it." Orla says.

Operating with DHL as its main carrier, it became clear that as a result of an established integration with Scurri, the improvements to DITA's

Dublin warehouse process would be considerable.



### Improved Efficiency

Reducing human error



### Seamless processing

For a growing global presence

"The biggest benefits of using Scurri have all been about improving the efficiency of internal processes, and less shipping errors.

When you have allocations across multiple sales orders, you have multiple pick tickets, so in terms of benefits it reduces human error, and increases our shipping capacity, which is the main benefit."

"By adding new carriers, like An Post, and maximising our existing integration with DHL, we can offer more flexible service levels to our customers."



## Pain points and how we solved them



### Manual effort required to dispatch orders resulted in shipping errors

The Scurri platform automates the labelling and shipping process based on rules set by the customer.



### Dealing with delivery bottlenecks and resolving problems

The Scurri platform is instrumental in providing visibility of, and intelligence on, the entire shipping process.



### Adding new carriers to offer customer more flexible service levels

Through a single API integration, new carrier services are added quickly and cost effectively.

"With Scurri, basically, you don't really have to think. It pulls the correct address from the system, everything is pretty much automated, all you have to do is make sure you click and print. As I say, it's very smooth and fast, using Scurri has really sped up our shipping process."

"We just started using An Post through an integration with Scurri, it's still traceable and trackable, and all compatible with our existing ERP, which is great." she enthuses.

### Improving efficiency, removing errors

For DITA's Director of Operations Orla Skally, the business benefits of adopting the Scurri solution fall into two camps. As well as solving its processing bottleneck, the Scurri platform was instrumental in offering visibility of, and intelligence about the entire shipping process. That way, if issues did occur, they could be resolved quickly and painlessly.

Referring to those improvements, Orla Skally says, "With Scurri, everything is much quicker now. Once you've picked the product, printed the label, and dispatched the item, it's very smooth and quick."

"If there are any issues, and that is rare, it's very easy within their Scurri platform to immediately understand why things aren't working, quickly solve the issue, and then push the order through.

Really, it's all about timing, I use a lean approach at how I look at all types of work within the company. With Scurri, basically, you don't really have to think. It pulls the correct address from the system, everything is pretty much automated, all you have to do is make sure you click and print.

As I say, it's very smooth and fast, using Scurri has really sped up our shipping process," Orla continues.

### Finding the right delivery partner

Managing a complex and multi-faceted logistics operation, as she does, Orla Skally places a high value on support



"The biggest benefits of using Scurri have all been about improving the efficiency of internal processes, and far less shipping errors. To be honest, our ERP system is our biggest constraint, we work in a business that collects orders everyday, and every week, and every quarter from accounts in the US, so they have multiple sales orders open at any one time."



from the vendors she works with. Chief among those priorities is working with supportive customer teams who can help maintain control of all the moving parts she is ultimately responsible for.

**"I would have to say that I work with different vendors."** she says **"I have done so throughout the years, and my overall experience with Scurri is very positive, actually.**

**The team are always very responsive, and really helpful, particularly when Covid-19 hit our business, as like everyone else we kind of froze because we didn't know what to do."**

**"So Scurri was very understanding, in terms of negotiating rates, we are a niche business, in general, we are not like a the big corporate, or a big mainstream retailer with much higher volumes, so Scurri was very**

**helpful, always very approachable, approachable, very responsive, and the team are very customer focused. The new customer care manager Emer wanted to call me straight away, and I like that,"** she states.

**It was precisely this level of personal, proactive support that in Orla Skally's eyes, cemented the relationship with Scurri, something she has not enjoyed in all interactions with vendors.**

**"Obviously when Emer introduced herself, she wanted a meeting, face-to-face, that is what my feeling is, that Scurri values relationships, and so do I. I know if I ever have an issue, I can pick up the phone to Emer, and she knows who I am, I'm not anonymous.**

**So yes, in terms of customer care, Scurri is very good. It also feels local, it's nice, you know, you're not ringing some far flung outsourcing location. Working with different partners as I do, it's hard dealing with support teams, Scurri is a very different feeling.**

## Brexit and beyond

**Like most retail businesses that import goods to the UK and further afield into**



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Europe, DITA eyewear was not immune from the confusion caused by Brexit. Thankfully for the company, it has a solution in place that helped negate the worst impacts.

As Orla Skally puts it, "In terms of Brexit, we haven't had any issues shipping to the UK, which is in our top five markets, because everything just worked between Scurri and DHL.

We got guidance on all the harmonisation codes, and documentation we needed, there were no problems switching over and updating our systems. Everything really just worked from there." she says with evident relief.

DITA is fast approaching the status of an established global brand, albeit with a very focused niche in luxury, high-end eyewear. To continue that trajectory, being able to get its products into the hands of customers the most efficient way, has had both tangible and intangible benefits.

Removing delivery barriers and order processing bottlenecks, and putting in situ a reliable, scalable process, is chief among them. In practical terms adding new carriers, like An Post, and maximising its existing integration with DHL, has allowed DITA to make lasting improvements to its customers' experience.

For Orla Skally, Director Of Operations at DITA Eyewear, and for the company's growth ambitions, the future is bright.

**"With Scurri, everything is much quicker now. Once you've picked the product, printed the label, and dispatched the item, it's very smooth and quick."**

Orla Skally, Director Of Operations - DITA Eyewear

**Talk to us today to learn how we can solve your delivery challenges.**

