



## CASE STUDY: Pleasant Company

### QC Software is a Pleasant Surprise for American Girl®

Pleasant Company, through the American Girl brand, has become a leader in the marketing and distribution of age appropriate dolls and books for children. Founded in 1986 by educator Pleasant T. Rowland, Pleasant Company is today a wholly owned subsidiary of Mattel, Inc., and one of the nation's top multi-channel marketers, with direct, retail, and publishing divisions to serve the American Girl brand and its customers.



The continued success of American Girl resulted in increased sales for the company, but seasonal fluctuations led to difficulties with their existing Warehouse Control System (WCS). These problems included excessive recirculation, slow response times and system shutdowns along with a lack of operational visibility or diagnostic tools. In addition, the conveyor control system was not confirming completion of packages which resulted in Pleasant Co. being fined by their shipping carriers.

#### PROJECT HIGHLIGHTS:

- Doubled throughput
- Increased efficiency and productivity
- Implemented System Logging Tools
- Implemented Controls System to route & track packages on the conveyor system
- Installed without disruption to daily order processing

To cope with ever-increasing sales volume, Pleasant Company needed to expand their system and replace the existing WCS without disrupting warehouse operations. Pleasant Company's requirements included:

- Receive multi-stop orders from the WMS
- Provide enhanced carton routing to pick modules for order fulfillment processing
- Track orders to ensure integrity
- Deliver completed cartons to the designated shipping lane
- Track and maintain production statistics through a more efficient and user-friendly logging system.
- Implementation and testing could only be done on nights and weekends so as not to impact daily order processing

Sedlak Management Consultants were chosen by Pleasant Company to provide consulting, design and systems integration services. Sedlak's solution for meeting Pleasant Company's productivity demands included the installation of the QC Navigator™ module of QC Software's QC Enterprise™



WCS, in large part because of its diagnostic tools and product maturity. According to Pamela Davey, Senior Consultant of Sedlak, "QC recognizes the value of good diagnostic tools and has taken the time and effort to include them as an integral part of the controls system. Your tools made it possible to diagnose and fix problems that had persisted for over a year.... when you installed your system it was like a light was suddenly turned on."

The QC Navigator's™ advanced throughput and diagnostic capabilities provided Pleasant Company the visibility to identify various operational anomalies that were not detectable with their previous WCS. QC Navigator's™ improved tracking capabilities allowed Pleasant Company's personnel to track the source and duration of the jams. As a result, Pleasant Company was able to double their processing volume, and handle increased seasonal demand with improved accuracy, reliability, and performance.

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We were delighted to have you as a partner on the Pleasant Company Project and look forward to working with you again in the future.

~Pamela J. Davey  
Senior Consultant,  
Sedlak Management  
Consultants

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