

Scaling Success: How Raymour & Flanigan Transformed Warehouse Operations with a Multi-Site WMS Rollout

1 Introduction

Raymour & Flanigan is one of the largest furniture and mattress retailers in the Northeast, known for offering a wide selection of stylish, high-quality home furnishings and exceptional customer service. With hundreds of showrooms and a strong online presence, the company serves millions of customers across the region, delivering everything from living room and bedroom sets to home décor and mattresses. Committed to fast delivery and a seamless customer experience, Raymour & Flanigan operates a robust distribution network to support its retail and e-commerce operations. To further enhance the efficiency and performance of their warehouse facilities, the company reached out to Alpine Supply Chain Solutions to identify and implement strategic improvements.

2 Challenge

Raymour & Flanigan faced several key challenges as they embarked on a large-scale warehouse modernization effort. One of the early obstacles was managing internal personnel transitions during the first few site rollouts, which created gaps in continuity and institutional knowledge. Additionally, with limited initial experience deploying their new warehouse management system (Körber One), the team needed Alpine's expertise to lead the rollout at the first three sites, helping to establish internal competency and best practices before expanding further. The complexity of deploying a new WMS across 22 geographically distributed sites added another layer of difficulty, requiring extensive coordination, rigorous testing, consistent training, and system alignment to ensure a smooth and scalable implementation.

3 Solution

To support Raymour & Flanigan's ambitious WMS rollout, Alpine implemented a comprehensive range of services designed to address both technical and organizational challenges. The foundation of the solution was a phase-based systems implementation approach, which included location and facility preparation, detailed business and data requirements documentation, SOP and work instruction (WI) development, a rigorous testing framework, and full go-live and post-go-live support. This ensured each site was thoroughly prepared and operationally aligned before launch.

Alpine also played a key role in project management integration, creating a unified project plan and facilitating weekly and monthly governance meetings to drive accountability and maintain momentum. A robust Organizational Change Management (OCM) strategy was introduced, including change communication planning, role mapping, and the development of train-the-trainer materials to empower internal teams. Crucially, Alpine focused on knowledge transfer throughout the engagement—sharing best practices, templates, and tools to enable Raymour & Flanigan's internal teams to independently manage future site rollouts and long-term system sustainability.

4 Implementation

The implementation followed a phased approach that was intentionally designed to facilitate scalability and build internal competency. Alpine took the lead in executing the first three site rollouts, directly managing preparation, training, testing, and go-live support to establish a repeatable model. These initial deployments served as the foundation for knowledge transfer, allowing Raymour & Flanigan's team to learn by example while gaining confidence in the new system and processes.

As the rollout expanded, responsibility gradually shifted to the Raymour & Flanigan team. Backed by Alpine's thorough documentation, training materials, and ongoing mentorship, internal staff were well-equipped to manage future implementations. A centralized project plan and recurring governance meetings kept cross-functional teams aligned throughout the process. While Alpine was initially engaged for just three sites, their support ultimately extended to all 22 locations—ensuring consistent execution and reinforcing the long-term success of the WMS deployment.

5 Results

This engagement between Raymour & Flanigan and Alpine Supply Chain Solutions led to a smooth and successful rollout of the new WMS across all 22 sites. Starting with the first go-live at Central Islip in February 2024 and concluding with the final site in April 2025, the project was executed with precision and consistency. By leveraging Alpine's structured implementation support, project management oversight, change management expertise, and focus on knowledge transfer, Raymour & Flanigan was able to confidently take over and manage the later site deployments on their own. With Alpine's guidance, they built the internal capability to sustain and scale the new system, ultimately improving efficiency across their distribution network and setting the stage for continued operational excellence.

