

How Brooks Running Achieved 25% Boost in Labor Performance Across Its DC Network

Brooks Running is a leading performance running brand that awakens aliveness through the run. As the brand continued to scale, the team recognized an opportunity to improve visibility into distribution center performance. By partnering with Rebus, Brooks gained access to richer operational insights that helped inform more data-driven decision-making.

3 hrs

OF MANUAL REPORTING
SAVED EACH WEEK

30 min

OF PRODUCTIVITY
RECOVERED PER SHIFT

16%

GAIN IN EFFECTIVENESS
WITHIN 4 MONTHS OF
GO-LIVE

THE OUTCOME

Rebus replaced manual Excel reporting with real-time, employee-level visibility into labor performance across the DC – transforming operations, unlocking labor productivity, and gaining real-time visibility into cost to serve.

- ✓ DC Managers got **3 hours back every Monday**, replacing manual Excel reporting with live dashboards.
- ✓ Break over-runs now surface in real time, recovering **30 minutes of productivity every shift**.
- ✓ Brooks hit their **labor productivity target across the DC network**, with data to back every decision.
- ✓ The sales team got **cost-to-serve visibility by customer**, gaining real fulfillment cost data for pricing and contract conversations.

“We set a meaningful labor productivity goal, and Rebus helped us achieve it by giving our DC Managers significant time back every Monday. We knew what we needed. Rebus delivered it.”

– DEBORAH CHAVES

SR. MANAGER, SUPPLY CHAIN
EXECUTION TECHNOLOGIES,
BROOKS RUNNING

HOW WE SOLVED IT

WMS reports tell you what happened. Rebus showed Brooks what was happening, at the employee level, in real time, connected to the Softeon WMS already in place. Getting there required the right implementation approach as much as the right software.

01 SEAMLESS INTEGRATION

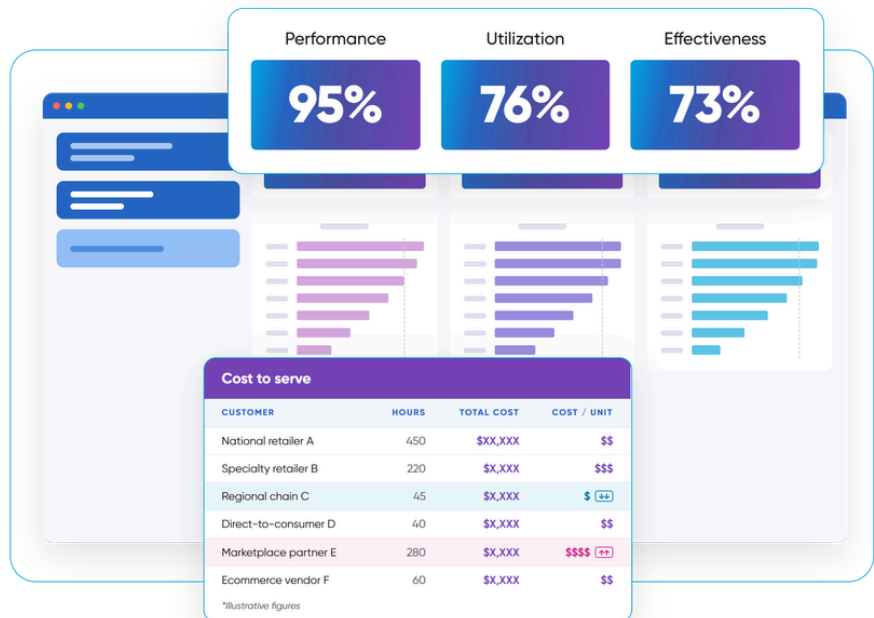
Rebus connected directly to Brooks' existing Softeon WMS, pulling labor data automatically with no disruption to systems already in place.

02 CONFIGURABLE BY DESIGN

Brooks went live without engineered standards. Dashboards were built around how their team actually works so supervisors can trust the data from day one.

03 COST-TO-SERVE CLARITY

Brooks could see the true fulfillment cost by account, down to hours and cost per unit, giving the sales team real data for pricing and contract conversations.



Once live, Rebus gave Brooks a clear picture of what it actually costs to fulfill each customer's orders. For Brooks' sales team, that meant walking into pricing and contract conversations with real data for the first time and the ability to connect what happens on the floor to commercial decisions.

"The immediate visibility has been incredibly valuable. We can now clearly understand labor, activity, and productivity across the facility, while our cost-to-serve reporting provides the insights needed to better support each customer's unique needs and make smarter operational decisions."

— STEVE LECLERC
DIRECTOR OF DISTRIBUTION, BROOKS RUNNING

ABOUT REBUS

A warehouse control tower built for the four walls.

Rebus is a warehouse intelligence platform built from the warehouse floor up. By connecting and harmonizing data, Rebus gives warehouse operators complete visibility into their workforce and operations – with AI-enabled intelligence to act on it.

SEE IT IN ACTION