3PL

SNAPFULFIL™
Warehouse Management System

CASE STUDY

Customer: **3P Logistics (3PL) Ltd**

Industry: **Multi channel fulfilment & logistics support to retail brands**

Location: **Greater Manchester, North West, UK**

Warehouse size: **Circa 250,000+sq.ft/ across 2 fulfilment centres**

No. of users: **50+ and rising**

Length of implementation: **Less than six months - from contract sign off to live transactions**

Integration requirements: **Alignment with the company's cloud based technologies and carrier management platform**

Agile and configurable WMS delivers for 3PL...

BACKGROUND

In providing a fully integrated omni channel offering, 3PL excel in the complete spectrum of D2C & B2B operations, including vendor specific demands. They work with fast growing aspirational retail brands, alongside a host of well-established household names, with a particular bias in the health, beauty and wellbeing space.

Operating from multiple UK fulfilment centres, alongside an integrated global warehousing partner network, the company is growing a minimum 20% year on year and now serves in excess of 100+ repeat clients and employs in excess of 150+ colleagues during peak season.

THE CHALLENGE

As one of the fastest growing omni channel fulfilment businesses in the UK, managing in excess of 50,000 live SKU's and circa 15 million units of stock increasing by the month, 3PL required greater scalability, stability and efficiency at the heart of their operations whist also completely eliminating the use of paper from everyday warehousing tasks.

The WMS also needed to be configurable, affordable and API friendly, and have a range of functionality specifically tailored to the needs of third party logistics - providing greater accuracy and transparency, as well as cost and resource savings.

SOLUTION AND IMPLEMENTATION

SnapFulfil WMS was identified as the preferred solution because of its advanced cloud-based capabilities, renowned agility and flexibility.

Stringent user acceptance testing saw them run test data/ transactions covering all areas of the operation from inbound receiving to outbound despatch and billing. Working closely with the Snapfulfil onboarding team, 3PL was able to pre-empt any conflicts and shape the rules to how the WMS best served its operations.

THE BENEFITS & RESULTS

SnapFulfil's SPIM feature, which facilitates streamlined single order line processing of multiple products, has been particularly useful. Use of this targeted functionality during peak seasons saw 3PL achieve a 100% increase in efficiency to operations for one stream of business. It also works in tandem with any existing rules regarding stock availability and picking priority.

FUTURE

The SnapFulfil WMS is now firmly embedded into 3PL's operations and ongoing development, optimisation and leveraging best practice is the focus. For example, a challenge in relation to data purging is being mastered because of the simplicity of a replica database.

The company will also be taking advantage of SnapFulfil's multiple billing functionality for third party logistics providers (along with their own custom billing module) alongside a bespoke customer portal that brings enhanced visibility of real time data and a much more granular approach.

3PL managing director, Ian Walker, says: "The stabilising of any new WMS during transition is always a challenging period – and we had 100+ clients to migrate – but SnapFulfil has quickly become a crucial component in our operations.

"With frequent new product releases and cyber security top of mind for SnapFulfil, we're able to future proof and safeguard our offering for added peace of mind. The scale of opportunity that lies ahead is massive and we're excited to see how far we can push the theme of operational excellence together.

"The willingness and dedication to evolve the relationship with Synergy Logistics has been visible throughout. As our system knowledge of SnapFulfil increases,so does our hunger for efficiency enhancement, and the SnapFulfil support team are expertly placed to help us realise all the perceived benefits."