

HJI Supply Chain Solutions

Scaling 3PL Fulfillment with SnapFulfil

Executive Summary:

HJI Supply Chain Solutions, a women and minority-owned 3PL with six facilities—including a 352,000 sq ft fulfillment hub in Louisville—needed a flexible, collaborative WMS to support growth, multi-customer complexity, and increasing automation. Switching from a rigid, high-cost-support system to SnapFulfil's rule-based WMS enabled HJI to gain real-time visibility, faster reporting, easier customer-specific configuration, and a platform that supports automation and operational efficiency.

Background:

HJI operates regionally, with six facilities in Louisville and two sites in Memphis, serving a diverse customer base across food & beverage, merchandising, automotive parts, and specialty items. The company prioritizes automation, fast delivery (facilities near UPS/FedEx hubs), and the ability to adapt to changing customer requirements.

At a Glance:

INDUSTRY
THIRD-PARTY LOGISTICS

LOCATION
LOUISVILLE, KY

SIZE (SQ.FT)
352K

NO. OF USERS
60+

Challenges:

The legacy WMS previously in place at HJI created several obstacles:

- **Rigid functionality and slow support.** Custom changes were costly, inflexible, and required heavy vendor involvement.
- **Limited multi-customer configurability.** Different customers needed tracking by batch, serial, or born-on dates; billing rules and reporting varied; the system couldn't adapt without expensive development.
- **Fragmented workflows.** Multiple platforms and Excel-based processes caused inefficiencies and data inconsistencies.
- **Lack of automation integration and real-time visibility.** Customers expected instant access to order, inventory, and shipping information.



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Built for ORACLE NetSuite

SNAPFULFIL

Solution & Implementation:

HJI evaluated WMS options using a 21-point must-have grid. SnapFulfil was chosen for several reasons, but most specifically for:

- **Rules-based configuration engine.** Enables customer-specific workflows and reporting without custom coding.
- **Collaborative partnership.** SnapFulfil empowers HJI staff to configure the system themselves and adapt quickly.
- **Automation integration.** Works with partner solutions to streamline warehouse automation and enhance competitive bidding.
- **Customer portal.** Provides real-time transaction visibility (inventory, receipts, shipments) to each of their customers individually.

The implementation emphasized collaboration, transparency, and floor-level engagement:

- **Requirements gathering.** SnapFulfil's team spent time on-site identifying HJI's pain points, business processes, and multi-customer needs.
- **Rules configuration.** Multiple workflows were configured for each customer while maintaining standardized processes to allow cross-training.
- **Process consolidation.** Legacy systems and Excel-based tracking were migrated into SnapFulfil as a unified platform.
- **Change management.** HJI leadership and SnapFulfil staff paired with operators during go-live to provide on-floor support and guidance.
- **Feedback loops.** Staff-level input was gathered alongside management perspectives to refine workflows.

> "SnapFulfil's rule-based process allows us to track born-on dates or batch numbers... it doesn't require us to do custom changes."
>
> Shane Allgeier, Chief Operating Officer



Benefits & Results:

SnapFulfil brought immediate improvements across HJI operations:

- **Streamlined workflows.** Standardized picking, packing, receiving, and shipping processes reduced admin tasks and manual intervention.
- **Efficiency gains.** Floor-level efficiency improved as staff moved seamlessly between processes; double-checking and redundant steps were eliminated.
  - Receiving efficiency increased by **29%.**
  - With new automation initiatives on the horizon, capabilities are expected to increase by **up to 40%.**
- **Better data tracking and inventory integrity.** Rules-based processes improved accuracy and reporting across multiple customers.
- **Responsive vendor support.** SnapFulfil's team resolves tickets quickly, relieving internal engineering and management teams.
- **Time recovery for leadership.** Supervisors and managers now spend less time on admin work and more on process improvement, quality checks, and staff engagement.
- **Improved employee adoption.** On-floor training, personalized guidance, and managerial engagement helped staff adapt quickly to the new system.
- **Customer-facing benefits.** Real-time visibility and faster reporting improved customer satisfaction.

Conclusion:

With SnapFulfil now successfully implemented across three HJI sites and counting, the partnership continues to drive meaningful results and operational growth.

The warehouse teams are more efficient, the data is more accurate, and leadership now has time back to focus on people, process improvements, and customer satisfaction.

As HJI expands its capabilities and pursues new automation initiatives – expected to boost efficiency by up to 40% – SnapFulfil remains a trusted partner, supporting their ongoing journey toward smarter, more scalable warehouse operations.