Business and Industry Today is extremely proud to present @logistics Reply UK with the prestigious and highly contested “Company of the Year” Award. This is down to its hard work, dedication and enthusiasm in supplying the retail industry with a range of various management solutions.

@logistics Reply UK is one of 43 businesses operating under The Reply Group, which was founded in 1996 and headquartered in Turin, Italy. The UK side of the business is still very much in start-up mode; @logistics Reply UK was set up just last spring. Our UK office is in Baker Street, Central London. However, the majority of our time is spent on-site with customers. The three consultants in the UK are backed by 120 consultants in the Milan office, Italy.

We specialise in improving the efficiency of supply chain execution systems. Our UK focus is the supply chain into retail. Recognising the UK as having one of the world’s most competitive retail sectors, ultimately our role is to develop solutions that help suppliers work more efficiently with retailers and vice versa, which enables retailers to supply consumers more competitively.

We provide flexible warehouse management solutions which we see as key market differentiator. Rather than push a fixed ‘off-the-shelf’ product set, we take a consultancy approach and work with our customers to understand their operational needs at that point in their development and customise the solution to fit. Depending on their business requirements, our customers also have the option to deploy a traditional – on-premise, licensed – WMS, called Click, and more recently, our WMS on-demand, called SideUp. Our product suite includes WM analytics, transportation management, co-managed inventory and proof of delivery (POD).

In the UK, Kenwood and Fiat use our on-premise WMS. Fiat was one of our first Click customers and continues to work with us globally, as well as in the UK and Italy. One of our major projects at the moment has been with a leading UK food group that supplies the major supermarkets; it is currently rolling out SideUp across all of its sites. In Europe, Geodis Wilson, a freight forwarding company and Italsempione, an international logistics company are also using SideUp to run their warehouse operations.

As a recent entry to the UK market, we believe SideUp presents a new paradigm for the supply chain industry. For businesses that want to avoid interruption to their cash flow and day-to-day business, as well as unnecessary use of their own, limited, IT resources, outsourcing the solution to experts who will manage the software for them is becoming an increasingly desirable option in today’s economic climate.

An on-demand platform like SideUp is ideal for warehouses requiring rapid start-up and for those which operate in uncertain scenarios or with very high transaction requirements. Increasingly, suppliers are using it to manage peak demands or one-off projects. Because it can be purchased as a hosted (SaaS) option there is limited up front cost and businesses can “switch-on or off” in line with demand.

Low risk solutions which assure the protection of a business’s investment are increasingly appealing to manufacturing and IT managers where “operating expense” has become the phrase of the moment.

Supply chain businesses need to be highly agile in today’s volatile and competitive market. The knock-on-effect of consumer caution has increased uncertainty in manufacturing; this and the rise in small, temporary logistics contracts have boosted interest in flexible solutions which are financially sustainable, low risk and ‘ready to go’.

A major benefit of SideUp is that it is quick and cost effective to set-up – it can be up and running in as little as two weeks (typically 4-6 weeks) with the system paying for itself in less than 3 months. This speed-to-benefit is a major differentiator from traditional WMS systems – which can typically take up to 6 months, or more, to go live.

In addition, the ‘one-size-fits-all’ model which typically characterises traditional WMS systems means that businesses often pay for functions they don’t need. SideUp aligns the warehouses’ needs so only those functions required are activated and paid for. SideUp works on a ‘pay-as-you-grow’ payment model, in which users are always on the latest release. It therefore eliminates the painful necessity for costly and time-consuming product upgrades. This means that it has the ability to scale as the business grows in complexity and volume; providing companies with the customisable scalability to pay as little as they wish for the functions they need at any particular time – with no contractual constraints.

We are very excited about making SideUp available for the UK WMS market. The feedback so far has been extremely positive, with some organisations even contemplating replacement programmes for their existing ‘market leading’ WMS solutions. We will aim to capitalise on this solid start in the UK to offer a range of customer-focused and results-oriented WMS solutions to as many market sectors as we can sensibly address. We will add related supply chain execution solutions such as Co-Managed Inventory to our offering, to address areas of pain or opportunity that are currently unaddressed in the market or can only be addressed by very expensive ERP-type solutions.

Finally, we will build on our successes and heritage in Italy, and increasingly in the UK and Latin America, to create a respected and reliable global supply chain execution for the Cloud generation.

For more information on @logistics Reply UK please call 01494 434434 or visit:
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www.sideureply.eu/en/
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