

## Press Coverage



Scan

Date: May 2011

Publication: The Manufacturer

Frequency: Monthly

Circulation: 18,200

## Removing the supply strain

### @logistitcs provides a new opportunity

Geodis Wilson, Italsempione, Fiat and a leading UK food group use the @logistics Reply WMS product suite to run their warehouse operations. Its software as a service (SaaS) warehouse management solution (WMS), SideUp, provides complete visibility of the supply chain from warehouse to delivery. It supports ideal stock placement through to route and fleet management.

Geodis Wilson, a leading freight forwarding company has achieved an Approved Economic Operator (AEO) certification as a result of increased accuracy in traceability gained by installing SideUp Reply. SideUp Reply's cost containment, extremely fast activation times (the system was activated in two weeks), ease of use and flexibility prompted Geodis Wilson's choice to select this solution.

"We chose SideUp Reply because it guarantees shorter delivery times and, above all, flexibility in managing operating costs thanks to the 'on demand' supply model" says Mauro Baldoni, IT Manager of Geodis Wilson Italia. "Another aspect that influenced our decision was the fact that you are able to use the system without it having to be installed at the premises of individual customers and the possibility it offers in terms of sharing information with our customers, via the internet."

In addition, a leading UK food group, supplying major UK retailers, is now saving £4,000 - £5,000 in supplier fines each week since deploying SideUp. This is the result of accurate order delivery; improved date rotation to ensure the delivery of optimum shelf life products and the virtual elimination of costly 'special transports', which have to be borne by the supplier. Inventory control and customer service are also improved, while scrappage is reduced.

"SideUp presents a new paradigm for the supply chain sector, particularly for warehouse environments with very high density transaction requirements and rapid start-up needs," says Jez Tongue, partner, @logistics Reply UK. "Because it can be purchased as a hosted (SaaS) option there is limited upfront cost. A WMS on demand is also a cost-effective route for businesses with a limited budget for hardware and software investment, and limited IT personnel. It provides companies with the customisable scalability to pay as little as they wish for the functions they need - with no contractual constraints.

SideUp Reply provides:

- Reduction of stocks with the same level of service
- Reduction in the number of errors
- Reduction in order delivery times
- Real-time visibility over the progress of your operations
- Automation of operational processes
- Automatic acquisition and transfer of information in real time
- Integration with company IT systems or those of your partners