



“Accuracy went from 91% to 99%, allowing us to provide better customer service and avoid expensive errors. We only lost one box last quarter reducing shrinkage costs by thousands of dollars.”

Juddy Harris,  
*Delivery & Warehouse Manager, AAdvantage northAmerican*

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## CUSTOMER PROFILE:

**Company:** AAdvantage northAmerican

**Industry:** 3PL (contract logistics)

**Headquarters:** Panama City, Florida

**Employees:** 30

**Revenues:** \$2.5 million

## THE CHALLENGE:

- Increase shipping accuracy
- Win new business through reliability and higher quality customer service
- Deploy quickly within an easy-to-use environment

## THE SOLUTION:

RedPrairie's On-Demand Warehouse Management

## THE RESULTS:

- Increased inventory accuracy from 91% to 99%
  - Won new customer by reducing their shrinkage costs
  - Increased customer satisfaction by providing web-based visibility of inventory
  - Improved customers' warehouse performance and inventory accuracy
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AAdvantage northAmerican is a "last mile" 3PL, providing warehousing and moving services for big and heavy products that nobody else can. Like any growing business, it could not afford costly errors for clients.

AAdvantage needed a system to help win new business, through higher service levels especially around part and small box quantity picking, more efficient warehousing operations, and increased customer satisfaction through higher system ease of use.

### Key Challenges:

#### Real-time Inventory and Shipment Visibility

Until recently, AAdvantage was able to get by with a paper-based system and hard work. But increasing demands from customers for real-time inventory and shipment visibility prompted their search for a warehouse management system.

"We've been in the 3PL business since 1987 and prior to that as a moving company. We needed our clients to have their own remote login and therefore the need for a web-based, 'pay-as-you-go' system became apparent. We also needed a system that would allow us to deploy Windows CE mobile handhelds out of the box, as well as having a web interface for both ourselves and our clients. Most of all, we wanted a solution that was easy to implement and integrate into our existing IT, and it had to be scalable with our growing business needs," said Juddy Harris, Delivery and Warehouse Manager for AAdvantage northAmerican.

Another key challenge for AAdvantage was finding a system that would help to avoid errors that could cost a key customer thousands of dollars in high value items. The warehouse team needed to begin doing frequent cycle counts, and integrate closely with its partners in order to identify discrepancies.

All of this had to be easy to deploy, learn and run. In order to minimize disruptions to their ongoing business, AAdvantage needed the new system to be up and running in less than a month.

### Implementation Highlights:

#### Plan-Configure-Run Simplicity

After doing extensive research, the AAdvantage team chose RedPrairie On-Demand Warehouse Management solution (WMS) because the solution is continuously growing in capabilities, and RedPrairie provides an on-demand delivery model that allows for more frequent and transparent upgrades. Additionally, AAdvantage was able to customize the system to access real-time inventory reports, implement easy mobile cycle counts, and provide a simple web-based interface for its customers to gain access to inventory visibility.

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*"It was easy to get going, and RedPrairie's flexible configuration and price point were exceptional."*

*Juddy Harris,  
Delivery & Warehouse Manager, AAdvantage northAmerican*

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"I had no experience in running a warehouse management system [but]it was easy to get going, and only took us a few hours to start a new warehouse implementation with RedPrairie's flexible configuration, and the price point were exceptional," said Juddy Harris. "I had to do very little work, and the experience was painless. The RedPrairie dedicated Customer Experience Manager was there to walk me through my first setup. There were a few glitches, but I feel I have total control and RedPrairie listens to my requests."

RedPrairie's Plan-Configure-Run process helps customers gather the right data and expose business process priorities early, so that customers can both manage and improve their warehouse performance and inventory accuracy. RedPrairie has many options to allow efficient transfer of information between systems ranging from Quickbooks to SAP. Additionally, RedPrairie's Customer Experience Management teams are seasoned warehouse systems operators who can train and coach customers if needed on WMS best practices, as well as conduct on-going system health checks.

### For more information

1.877.733.7724  
 info@RedPrairie.com  
 RedPrairie.com

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*"Our sales teams always show our new visibility capabilities to prospective customers. Also, by improving the quality of our service, we are seeing better customer penetration..."*

*Juddy Harris,  
 Delivery & Warehouse Manager, AAdvantage northAmerican*

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### Benefit Highlights:

#### Winning New Customers with RedPrairie

AAdvantage northAmerican was able to increase inventory accuracy by a factor of 10, going from 91% to over 99% accuracy. By implementing RedPrairie's web-based viewing capabilities, AAdvantage won a new key customer and reduced shrinkage to just one item in a quarter effectively reducing their client's shrinkage from \$40,000 to just \$100. Additionally, discarding cumbersome hand-written paperwork prone to typos and multiple data entries for the same item directly led to the reduction of errors.

"Our sales teams always show our new visibility capabilities to prospective customers. Also, by improving the quality of our service, we are seeing better customer penetration since other groups, like purchasing, now have access to accurate information," said Harris. "What used to take me an entire day to bill clients now only takes 30 minutes. Billing is a snap - no more typing - just a click does the job. We can bill on a daily basis instead of monthly, and it works!"

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