



“Functionally rich, policy driven warehouse management systems provide increased productivity, labor optimization, and the speed to market needed to improve service levels.”

Marc Sherman,  
*Vice President, Information Technology at GENCO ATC*

## The Customer

GENCO ATC is a market leader in third party fulfillment services, returns management, accessory packaging, information technology, electronics, and other value added services to the wireless and automotive industries. With ISO 9001:2000 certification, and the implementation of such tools as Lean Manufacturing and Six Sigma, GENCO ATC's key strengths are its commitment to quality and continuous improvement, as well as its expertise in information technology. The organization's IT competencies include applications development, systems and database administration, wide and local area network administration, and IT Infrastructure and operations management for complete enterprise-level IT solutions.



GENCO ATC uses Warehouse Management to support on-the-fly operational changes in the dynamic High Tech/Wireless Industry.

## The Challenge

GENCO ATC provides third party logistics to the country's largest digital voice and data network provider. A comprehensive, highly scalable warehouse management solution that supported their serialized inventory and MQ Series interface requirements. Additionally, they needed a warehouse management system that could reduce implementation time, support business growth, and provide updated platforms such as cross docking and WEB visibility.

Prior to implementing Warehouse Management, they used a legacy warehouse management system with limited functionality and scalability that lacked the flexibility to quickly adapt to changing business operations.

The dynamic nature of the wireless business necessitates frequent on-the-fly operational changes. This factor presented a significant business challenge to GENCO ATC, as their legacy system required extensive IT programming to custom modify policies and rules.

## The Solution

Focused on these challenges GENCO ATC worked with RedPrairie to implement Warehouse Management, a comprehensive Best-of-Breed warehouse management system as a replacement to their rigid legacy system. Built on services oriented architecture, and easily integrated to their customer's Oracle ERP system, Warehouse Management provided GENCO ATC with a highly adaptable and configurable warehouse management system. This afforded a transformation in operational control from their IT department, to operations personnel. Supervisors now have the control to merge such policies and rules as ISO procedures to the system without the programming delays of the legacy system.

## The Results

In addition to flexibility and speed to market, Warehouse Management diversified GENCO ATC's operational capability. The logistics provider transitioned from pure paper-based operations, to highly adaptable processes that can be fully RF directed, or paper supported, based on business needs. System directed picking, putaway and replenishment now provide greater flexibility with reduced labor and facility costs - improving inventory record accuracy for enhanced customer service.

Warehouse Management system-directed capabilities suggest optimal putaway locations that are automatically determined by a set of user configurable business rules. These rules increase productivity by directing employees to the optimal warehouse zones and locations for picks and putaways. Ultimately, system-directed labor tasks have enabled GENCO ATC to increase utilization and reduce cycle time from receipt to pick.

GENCO ATC received significant benefits:

- Significantly reduced labor costs
- Increased life-cycle serialized inventory visibility with real-time information
- Marked improvement in system implementation to address ever changing business processes

## For more information

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*“Transitioning from a legacy system to a more flexible, solution rich warehouse management system was critical to enhancing customer service and growing our business. This is the realization and trend for a growing number of third-party logistics providers with respect to distribution management. Functionally rich, policy driven warehouse management systems provide increased productivity, labor optimization, and the speed to market needed to improve service levels.”*

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 Vice President, Information Technology at GENCO ATC

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