



“Revenue from our warehousing operation has roughly doubled since implementing RedPrairie On-Demand Warehouse – I can unequivocally state that it has been a strong factor in helping us to land new business, and manage it properly.”

James Walker,
Director of MIS, RJW Transport

The Customer

RJW Transport is a third-party logistics provider, based in Chicago, Ill. that services a wide variety of customers – from steel manufacturers, to chemical distributors, to retailers – located in all 48 continental States. The company invests heavily in technology to manage a fleet of nearly 400 trucks and trailers for a range of shipments, including small LTL, protect-from-freezing, intermodal, expedited, and more. The multitude of supply chain operations RJW provides is matched only by the number of customers it serves, making it one of the most flexible and customer-centric carriers in the nation.

The Challenge

RJW wanted to move off of its system of tracking inventory with a manual spreadsheet, and give its customers a higher degree of real-time visibility as it brought on new and ever-varying businesses. Doing so required a solution that could handle a multitude of different inventory types and give external users access to data around the clock.

The Results

- Doubled warehousing revenues since implementation
- Raised order volume by nearly 50 percent
- Significant real-time inventory accuracy enhancement
- Expanded visibility both internally, and for customers

The Solution

RedPrairie installed its On-Demand Warehouse solution to help RJW provide an enhanced degree of visibility across inventory stored in its facility – a 150,000 square foot distribution center located in Northeastern Illinois.

“Implementing a traditional WMS didn’t make sense for our business,” says James Walker, RJW Transport Director of MIS. “We needed a system that was more flexible and accessible to our clients, which meant the solution we chose would have minimal overhead,

a well-designed user interface, and provisions for external users to log in and view inventory.”

RJW took advantage of the On-Demand Warehouse’s relatively low front-end cost, easing the pain of implementation significantly. In addition, RJW was interested in the solution’s Web-based, hosted model, which was perfect for sharing between both internal and external users.

“In the end, the success of whatever solution we chose hinged on its ability to help us make and deliver on promises,” Walker continues. “We knew RedPrairie could help bring our business to that next level.”

Embarking on new lines of business

RJW had been considering a number of new business opportunities that simply weren’t feasible without the aid of a state-of-the-art warehouse management solution.

“We had been considering a few new initiatives when we started looking at different vendors, including businesses like private label logistics and consolidation programs for retail distribution centers,” Walker explains. “Each presented some unique supply chain challenges not present in most traditional warehouse operations.”

In the past, RJW’s warehouse had been run primarily using manual spreadsheets, and new prospects were asking for a higher degree of external visibility. The company helped assuage many of those concerns by selecting a Web-based solution that would allow them to on-board new business quickly, and provide customers with an easy way to track inventory.

“RedPrairie’s solution provides a variety of core fields to choose from when defining an item,” says Walker. “We’ve found that we can address a lot of different needs as a result, especially when coupled with the WMS’s built-in reports, and easy-to-use features. It has made us much more attractive to new customers, no matter what kind of business they’re involved in.”

Managing more variety

"The biggest challenge in our business, across the board, is dealing with the range of requirements our varied customer base needs to function efficiently," Walker continues. "Flexibility is very important to us – not only in types of product, or placement within our facility, but in units of measure, and the types of data that each customer needs to track."

RJW's wide range of customers requires the company to be nimble, Walker explains.

"Our warehouse handles shelf-stable foods, chemicals, discrete electronics, clothing... you name it, we can move it," he says. "That presents a number of challenges. For one customer, we might track the expiration date on their packages, but with another we might track the lot number. Some customers sell their products by the case, others by the can or barrel. Our business is founded on handling each of those individual needs in an efficient and cost-effective manner."

Thus far, RJW has been able to address each of those potential challenges with RedPrairie's On-Demand Warehouse, without the need for custom programming. That factor has given the organization confidence that as its customer base continues to grow, its warehousing solution will be up to the task.



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