



Improved productivity on-time and under-budget:

How First Logistics implemented a new WMS and achieved enhanced 3PL services.



Founded in 2003, First Logistics started as a Public Warehouse focused on pallet in-and-out services. They didn't offer transportation or value-added capabilities until 2015, when the company restructured and expanded its offerings to include those capabilities to serve a wider range of customers. Since then, the company has experienced twelve-times sales growth and a dramatic increase to profitability. This continued growth put a strain on First Logistics' inventory control system, space utilization, and general productivity.

The Challenge ▶

Outdated systems, space constraints, and productivity concerns

First Logistics was limited by their in-house-built Inventory Control System. Their exponential growth led to a need for more robust warehouse management capabilities that their current system didn't offer. Plus, the home-grown system was dependent on outsourced partners, which presented a whole other set of limitations.

First Logistics was also facing some other warehouse challenges including productivity and space utilization issues. Finding, training, and retaining good employees was tough. They needed automation in place that could help them easily hire and train new associates to keep their operations running.

Engaging experts in WMS selection, implementation, and follow through

◀ The Process

First Logistics tapped Alpine Supply Chain Solutions to lead the search for a tier-one WMS that would fit their exact needs.

Alpine leveraged its industry knowledge to determine which WMS would accommodate all of First Logistics' needs, like complex distribution demands from its customers, including lot control and expiration date demands, kitting and other value-added services. They needed a tier-one WMS that could provide real-time inventory and daily performance updates through the customer portal.

Alpine identified First Logistics' unique requirements and used that data to create a customized RFP. Once vendors provided their proposals, Alpine reviewed demos, references, integration capabilities, ease of implementation, the technology stack, and hardware requirements to measure how they stacked against First Logistics' needs, and then made a recommendation: Manhattan Associates SCALE WMS.

The Outcome ▶

Alpine helped First Logistics select a tier-one Warehouse Management System in 90 days, and then proceeded to go live in five months, all under budget. "We knew we had a tight timeline and needed to leverage a partner that could help us hit those timelines," said Bob Moran, President of First Logistics. "Alpine really came through for us."

The new WMS provided First Logistics with the foundation to support their continued growth and provide several benefits, such as:

- **Real time inventory visibility**
- **Elimination of manual data entry**
- **Directed task management & task-Interleaving**
- **Cost analysis of VAS/Kitting**
- **Ability to automate monthly customer invoicing**
- **A portal for customers to place orders, check the status of orders, and validate their real-time inventory**
- **Develop training processes using Manhattan's Knowledge**
- **Management Tool to help with training and retaining employees**

Not only was the project on-time and on-value, it allowed First Logistics to support their continued growth, offer key new functionality, and enhance their overall services.