

Manhattan Solutions for

3PL



Executive Summary

CHALLENGES

Third-party logistics (3PL) companies are moving to resilient and agile operational capabilities from the warehouse to delivery in order to ensure high performance and customer satisfaction in the face of ever-present business challenges and supply chain pressures, including:

- Minimising the impact of rising costs and labour shortages.
- Overcoming warehouse capacity constraints.
- Optimising for increasing ecommerce demands.
- Embracing strategic full-service supply chain opportunities.
- Meeting surging sustainability requirements.

SOLUTIONS

Manhattan Omnichannel Commerce and Digital Supply Chain Solutions deliver modern 3PL operations that enable 3PLs to be always resilient and highly agile in the face of rising customer demands and business challenges:

- **Warehouse Management** accelerates the flow of goods and information and enables flawless execution across inventory, labour, advanced automation, robotics, and physical space.
- **Labour Optimisation** provides an integrated and mobile experience using data-driven gamification and real-time digital communication to self-motivate workers and incentivise employee performance.
- **Slotting Optimisation** intelligently optimises slotting moves and picking as part of overall distribution-centre management.
- **Transportation Management** enables faster and increased capabilities for optimised transportation planning and execution, improving visibility, accelerating planning, and lowering costs.
- **Inventory Optimisation** ensures critical items are available, providing complete inventory visibility supported by advanced demand planning and forecasting.
- **Order Management** delivers reliable and cost-effective direct-to-the-consumer fulfilment services.

OUTCOMES

Leading 3PL companies have realised significant business outcomes with Manhattan solutions:

- DHL has adopted a cloud-first strategy for its supply chain operations to ensure it always has the latest and greatest capabilities to serve its customers.
- Performance Team reduced customer startup costs by 25%-30%, which has made the company more competitive when vying for new business.
- Global Shipping & Logistics improved customer satisfaction by increasing inventory accuracy to 99.8% and introducing Web-based customer communications and reporting.



From the warehouse to delivery, your supply chain operations must be ready to withstand any disruption, support any regulation, and fulfil any customer demand. Manhattan solutions promote resilient and agile operations, ensuring performance and activating change that meets customer requirements consistently and improves profitability. Service your customers more swiftly, accurately, and efficiently with Manhattan.

Why Manhattan?

- Our deep understanding of 3PL warehouse, fulfilment, and transportation operations improves your business outcomes.
- Our feature-rich solutions support your most sophisticated business requirements.
- Our cloud-native, microservices technology is proven to enable truly resilient and agile 3PL services.





Focus on helping you overcome pressures and capture opportunities

Industry leaders like you recognise that improving the resiliency and agility of their warehouse, fulfilment, and transportation systems and processes is essential to customer satisfaction and business success. A study of 3PL customers found that up to 70% of surveyed respondents believed using 3PL companies has helped them reduce their overall logistics costs. Further, more than 80% of respondents claimed that working with 3PL logistics companies had resulted in improved customer care.¹

Forward-thinking companies are creating system and process improvements that are more responsive to solving supply chain pressures and fulfilling customer demands, with a focus on improving customer outcomes. Manhattan is ready to help you succeed in today's and tomorrow's challenging supply chain environment with solutions that address and overcome critical supply chain pressures and capture business opportunities, such as the following:





MINIMISING THE IMPACT OF RISING COSTS AND LABOUR SHORTAGES

Supporting increasing throughput requirements from customers and doing so while facing rising operational costs and labour shortages is a significant challenge for 3PLs. A recent industry study found that 78% of shippers, and 56% of 3PLs, reported that labour shortages have negatively impacted their supply chain operations.² Moreover, warehouse labour rates have increased by 31% from 2020 to 2022.³ Manhattan [Warehouse Management solutions](#) have helped 3PL companies like Performance Team and Yusen Logistics reduce customer start-up costs and improve operational efficiency to offset rising costs.



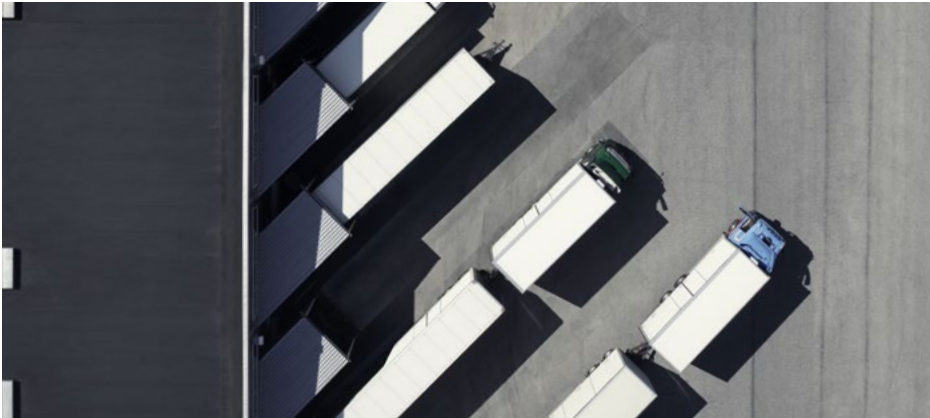
OVERCOMING WAREHOUSE CAPACITY CONSTRAINTS

3PLs face a warehouse capacity shortage that may inhibit their ability to add new customers or meet peak demand surges. A 2022 survey showed that 31% of 3PLs have a capacity level that exceeds 80% at their warehouses, and 78% report capacity over 50%.⁴ With warehouse rental rates and build-out costs continuing to increase, 3PLs should embrace creative solutions to optimise their use of existing warehouse space. With Manhattan [Warehouse Management solutions](#), Cygnia improved efficiency and accuracy, resulting in a 65% increase in warehouse capacity.



OPTIMISING FOR INCREASING ECOMMERCE DEMANDS

Ecommerce growth is creating opportunities and challenges for 3PLs. With logistics costs taking 12% to 20% of ecommerce revenues (likely to rise 15% to 25% due to wage and other cost increases), ecommerce shippers seek outsourced fulfilment to manage growing volumes and reduce costs.⁵ In a logistics survey, 89% of brands reported more effective order fulfilment because of their partnership with a 3PL provider.⁶ Manhattan helped Performance Team strengthen its fulfilment operations for ecommerce growth, including integrating its warehouse management system with online commerce platforms like Shopify, Magento, and several other supporting applications.



EMBRACING STRATEGIC SUPPLY CHAIN OPPORTUNITIES

3PLs can become their customers' full-service strategic supply chain partners, expanding into providing supply chain planning, management, and design services. Offering value-add services may be critical to a 3PL's growth, as revealed in a survey in which 67% of 3PL providers cited finding or retaining customers as a challenge.⁷ Technology will become essential in enabling these new services; 75% of shippers have stated that technology solutions play a more significant role today when selecting 3PL partners.⁸ A.N. Deringer experienced a considerable increase in customers since introducing its value-added [eShipPartner® Warehouse Manager](#) powered by Manhattan Warehouse Management.

MEETING SURGING SUSTAINABILITY REQUIREMENTS

Heavy users of logistics services, like retailers, have made significant environmental, social, and governance (ESG) commitments to stakeholders, customers, employees, and regulatory authorities. While corporate ESG efforts are a top priority for today's shippers, most need to catch up in meeting their goals. Only 45% of shippers and 41% of 3PLs rated themselves as average in their ESG targets.⁹ This rating suggests that 3PLs have considerable opportunities to help their customers (along with the 3PL's own operations) improve their ESG efforts and results. Manhattan Transportation Management helped CalArk drop its deadhead (empty) miles by approximately 50%, reducing fuel consumption and carbon emissions.



Built to help you achieve your desired business outcomes

Realising resilient and agile operations from your warehouse to delivery is essential to achieving your desired business outcomes. We have designed and built solutions to spur performance improvement in inventory management, warehouse operations, order fulfilment, and transportation execution. Here are some of the many key performance indicators (KPIs) we keenly focus on to help our 3PL customers improve and succeed:





OPERATING RATIO

Shows the relationship between the amount of revenue and the operating cost of running the business. Successful 3PLs will aim to find innovative and sustainable ways to lower business costs (e.g., controlling labour costs or avoiding adding new warehouse space) to increase the operating ratio.

$$\text{Operating ratio} = \left[\frac{\text{total operating expenses}}{\text{total revenue}} \right] \times 100$$

Through Manhattan's warehouse management technology and process standardisation, Performance Team **reduced customer startup costs by 25% to 30%**, which improved the company's operating ratio and made it more competitive when vying for new business.



SPACE CAPACITY UTILISATION

Space utilisation is the percentage of bins used in a warehouse and indicates the optimal use of warehouse space. With warehouse space at a premium and rental costs rising, 3PLs must maximise the use of existing space.

$$\text{Space capacity utilisation} = \left[\frac{\text{warehouse space with product}}{\text{total warehouse space}} \right] \times 100$$

Since implementing Manhattan Warehouse Management, Cygnia has increased efficiency and accuracy to the extent that the company has **increased warehouse capacity by 65%**.



INVENTORY ACCURACY

Monitors the physical counts of inventory in comparison to what has been recorded. The inventory accuracy rate provides insight into how well you manage and track inventory entering and leaving the warehouse. This KPI is critical for meeting customer commitments and securing customer satisfaction.

$$\text{Inventory accuracy} = \left[\frac{\text{counted items}}{\text{items on record}} \right] \times 100$$

With Manhattan Warehouse Management, Global Shipping & Logistics **improved inventory accuracy to 99.8%**.



KPIs Manhattan can help you improve

NET PROFIT RATIO

Measures how much you made compared to how much you invested in assets. This metric measures how efficiently you generate revenue compared to total assets. Manhattan solutions that can improve this KPI are Warehouse Management, Transportation Management, Inventory Optimisation, and Order Management.

LABOUR PRODUCTIVITY

Measures labour productivity in terms of a 3PL's total output. Labour productivity has a significant impact on profits and can be controlled by various employee performance strategies and tactics. Manhattan solutions that can improve this KPI are Warehouse Management, Labour Management, Transportation Management.

CUSTOMER RETENTION RATE

Measures the number of customers your business retains over a given period. Customer retention can indicate the effectiveness and quality of your services. Manhattan solutions that can improve this KPI are Warehouse Management, Transportation Management, Inventory Optimisation, and Order Management.

DEALS WON RATIO

Shows your success rate in converting sales opportunities into won opportunities. Win rate tells you the success rate of your sales team and may indicate the attractiveness of your operational capabilities to potential customers. Manhattan solutions that can improve this KPI are Warehouse Management, Transportation Management, Inventory Optimisation, and Order Management.

CUSTOMER SATISFACTION SCORE

Measures customer satisfaction with your service and experience. Missed and inaccurate deliveries, long lead times, and multiple other factors can damage customer satisfaction. Manhattan solutions that can improve this KPI are Warehouse Management, Transportation Management, Inventory Optimisation, and Order Management.

INVENTORY SHRINKAGE

Shrinkage is lost or unusable inventory due to theft, damaged items, spoiled items, or other losses due to unforeseen circumstances. Monitoring shrinkage is essential to controlling costs and managing customer satisfaction. The Manhattan solutions that can improve this KPI are Warehouse Management and Inventory Optimisation.

ON-TIME IN-FULL (OTIF)/PERFECT ORDER

OTIF measures the number of cases (from warehouses to delivery points) delivered in full and on time as a percentage of all ordered cases. Perfect order applies to direct-to-the-consumer fulfilment at the item level. When service levels deteriorate, this indicates underlying operational problems. Manhattan solutions that can improve this KPI are Warehouse Management, Transportation Management, and Order Management.

ORDER CYCLE TIMES

Measures the elapsed time between releasing a shipment or order to a warehouse and when it is shipped, indicating the efficiency of distribution processes, including picking/packaging and yard management. Manhattan solutions that can improve this KPI are Warehouse Management, Transportation Management, and Order Management.

DOCK TO STOCK RATE

Dock-to-stock cycle time measures the average time it takes a warehouse to take a product from the start of receipt to when it is put away and ready for fulfilment. Typically calculated in hours, this measure indicates the efficiency of your receiving and put-away process. Manhattan solutions that can improve this KPI are Warehouse Management and Slotting Optimisation.

TRUCKLOAD CAPACITY UTILISATION RATE (CUBE)

Measures truckload utilisation and can indicate loading optimisation problems that result in overspending and increased fuel consumption and carbon emissions. The Manhattan solution that can improve this KPI is Transportation Management.

FUEL ECONOMY (MILES DRIVEN)

Assesses total miles driven and fuel utilised over a period of time. Route optimisation can reduce miles, fuel usage, and carbon output. The Manhattan solution that can improve this KPI is Transportation Management.



How we help you succeed

Manhattan Omnichannel Commerce and Digital Supply Chain Solutions

Your business is rife with opportunity. Shippers are increasing their outsourcing of logistics activity to enhance operational performance and cost-effectiveness. Demand for value-added supply chain services is creating new opportunities. Door-to-door delivery, cross-docking, and inventory planning and management are some of the many expanded services you can offer to satisfy customer demands and create new revenue streams. As customer requirements expand, supply chains evolve, and business challenges like labour shortages linger, your warehouse, fulfilment, inventory, and transportation management systems must be resilient and agile. This resiliency and agility will ensure your company's enhanced operational performance and will activate the necessary changes to meet customer needs consistently and do so while improving profitability.

Modern, resilient, and agile 3PL operations are durably unified from warehouse to delivery, giving you crystal clear visibility, unprecedented control, and unlimited flexibility from one end of supply chain operations to the other. Architected for responsiveness, optimised for greater efficiencies, and aligned for joint automation and human effectiveness for enhanced performance, Manhattan Omnichannel Commerce and Digital Supply Chain Solutions deliver modern 3PL operations that will enable you to be always resilient and highly agile.

How does Manhattan help you optimise and succeed? Supply Chain Planning solutions enable you to ensure critical items are available, providing complete inventory visibility supported by advanced Demand Forecasting, which allows you to expand into inventory planning and management services. Manhattan Supply Chain Execution Solutions harmonise warehouse/distribution and transportation to achieve peak productivity and efficiency. Manhattan Active Warehouse Management enables you to execute your operations accurately and efficiently from receiving to fulfilment, expertly navigating regulations, storage requirements, tracking requirements, labour challenges, and service-level agreements. Manhattan Transportation Management routes items to their desired location, with precise planning and execution supported by optimised route carrier engagement to ensure timely delivery at the best cost.

When you grow your direct-to-the-consumer offerings, Manhattan can help you succeed beyond enabling ecommerce fulfilment workflows in the warehouse. With Manhattan Active Order Management, you can leverage the omnichannel order management solution — relied on by leading online retailers worldwide — to deliver the high levels of fulfilment service that keep your clients' customers satisfied and loyal.

Manhattan deeply understands the criticality of omnichannel commerce and digital supply chain systems and processes to your reputation, growth, and profitability. This criticality drives us to provide you with the best experts, services, and support to make Manhattan's leading solutions work for your unique service offerings and operational processes. Matured from the know-how gained from working closely with many of the world's leading 3PLs, Manhattan Associates provides the

- **Leading warehouse, transportation, inventory, and order management solutions**
- **Experience and expertise**
- **Services and support**

that will enable you to execute confidently in the face of any customer demand or supply chain operations pressure.

Why Manhattan

Manhattan Omnichannel Commerce and Digital Supply Chain Solutions

Our deep understanding of 3PL operations improves business outcomes.

We have built valuable expertise working with 3PL companies worldwide. Our solutions and services result from this experience, and our expertise creates real, measurable business outcomes and value for our customers. Consider Global Shipping & Logistics' view of Manhattan:

“Manhattan Associates’ experience of serving leading logistics services providers in other regions of the world made them an obvious choice to run our facility at the Dubai Investment Park.”

Our feature-rich solutions support the most sophisticated 3PL business requirements.

Our solutions optimise 3PL efficiency, agility, and reliability across supply chain operations. Our know-how and technology innovation combine to form long-lasting solutions to supply chain problems and improvement opportunities. Consider this perspective from Fowler Welch:

“Going forward, as we handle greater and greater volumes of ambient goods, as well as chilled, we know that with Manhattan Associates’ solution, we will be able to apply the same functionality across all product groups despite their differing product characteristics and storage requirements. We can be confident that we can consistently provide a great service for our clients.”

Our cloud-native, microservices technology drives resilient and agile operations.

Our solutions provide clear supply chain visibility and unprecedented control from warehouse to delivery and planning to execution. Our cloud-native and microservices architecture is flexibly composable and configurable to enable new processes, experiences, and outcomes quickly and cost-effectively. Optimised through data sciences and aligned through behavioural sciences, our solutions create work environments that foster the best of humans and automation executing together to drive greater efficiency and productivity. Consider this perspective from leading industry analysis:

A Leader in the 2022 Gartner® Magic Quadrant™ for Warehouse Management Systems for the fourteenth consecutive time, Manhattan is once again positioned highest in Ability to Execute and furthest on Completeness of Vision. Manhattan is a 2022 Gartner Magic Quadrant Leader for Transportation Management for the fourth consecutive year, offering the only cloud-native, 100% microservices Transportation Management System. Manhattan also is the leader in Order Management Systems, as evaluated by Forrester Research.



Find the capabilities to help you improve

Manhattan Omnichannel Commerce and Digital Supply Chain Solutions

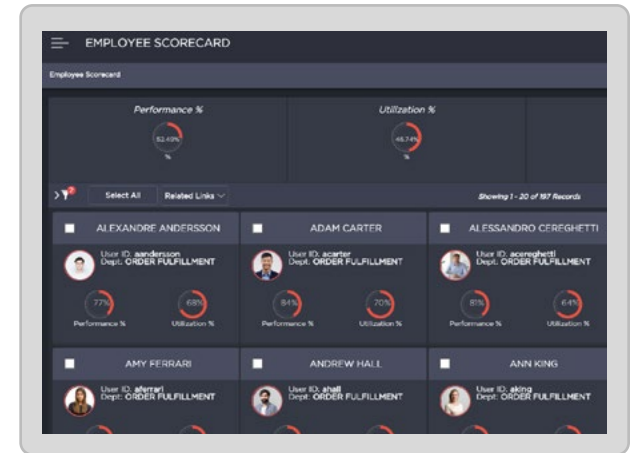
Flexibility is at the core of Manhattan solutions, allowing you to leverage the capabilities needed to solve your most pressing challenges and improve operational performance and customer satisfaction. You may want to naturally converge warehouse management, fulfilment, and transportation systems and processes to achieve peak productivity and efficiency. Possibly, your focus is to improve warehouse productivity and capacity by adding improved warehouse execution with greater automation. Or maybe you seek to implement robust order management capabilities to expand your direct-to-the-consumer fulfilment service. Regardless of the need, you can find a Manhattan Omnichannel Commerce or Digital Supply Chain solution replete with the technical advantages of the Manhattan Active platform: a cloud-native architecture that automatically scales when needed, never requires upgrading, and is fully extensible at the user interface, data, and network levels with more than 10,000 APIs available. Here is a quick synopsis of the recommended Manhattan solutions for improving and optimising your operations:



MANHATTAN ACTIVE WAREHOUSE MANAGEMENT

Engineered to enable resilient and agile 3PL operations for whatever comes next, Manhattan Active Warehouse Management unlocks the untapped potential of every warehouse/distribution centre. Advance your warehouse operations beyond basic picking, packing, and shipping, including seamlessly orchestrating all work across man and machine, to create and flawlessly execute a hyperflow of inbound and outbound goods and information.

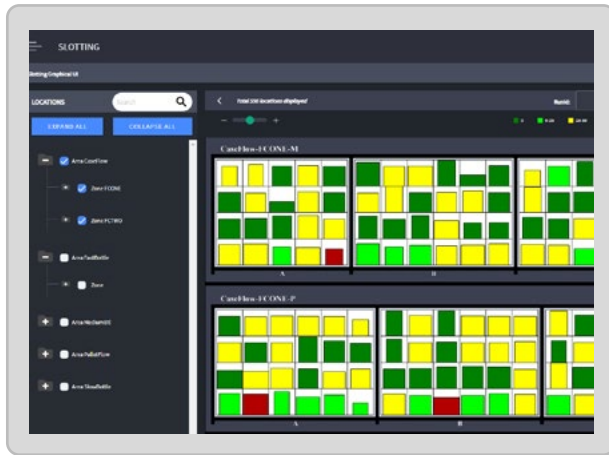
[Learn More](#)



MANHATTAN ACTIVE LABOUR MANAGEMENT

Once we understand what drives human desire, aspiration, and behaviour, we can develop techniques and intuitive tools to create a more individual and rewarding work experience. Manhattan Active Labour Management uses data-driven gamification, real-time digital communication, automatic recognition, rewards programmes, and more to move beyond labour management to true employee engagement and performance.

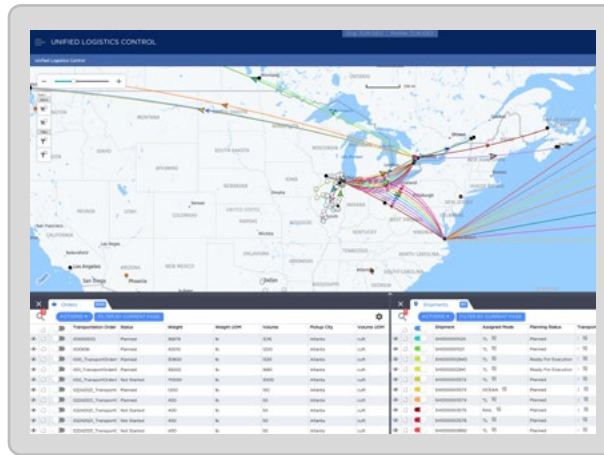
[Learn More](#)



MANHATTAN ACTIVE SLOTTING OPTIMISATION

Manhattan Active Slotting Optimisation provides unique, seamless integration of slotting moves and picking, engineered as part of overall distribution centre management. It continuously optimises slotting by analysing seasonality, sales trends, and product variations, using applied intelligence while maintaining preferred-item sequencing and family groupings.

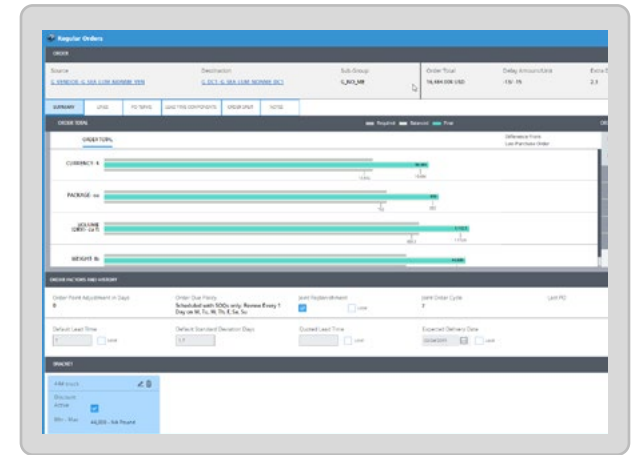
[Learn More](#)



MANHATTAN ACTIVE TRANSPORTATION MANAGEMENT

Manhattan Active Transportation Management is the fastest, smartest, and easiest way for you to manage transportation planning and execution. Capabilities such as multimodal optimisation, unified logistics control, and pre-integrated rate and capacity management enable you to optimise routes, improve visibility, accelerate planning, and lower the cost of shipping while reducing carbon emissions.


[Learn More](#)



MANHATTAN ACTIVE INVENTORY

Manhattan Active Inventory uses machine learning to continuously monitor and automatically fine-tune inventory, enabling precisely positioned inventory across your customer's supply chain to reduce the risk of stockouts or oversupply. Demand Forecasting uses valuable visibility and insights into a wealth of structured and unstructured inventory data, unlocking new levels of predictive forecasting accuracy.

[Learn More](#)



Enabling Successful Digital Commerce

Manhattan Active Order Management

As direct-to-the-consumer fulfillment becomes a more significant part of your business, you will benefit from solutions that improve the performance and profitability of your fulfillment services. As digital commerce grows, consumers' expectations rise. Consumers will expect reliable same-day, next-day, or two-day deliveries. Your order management capabilities can become a differentiator for your business by helping your ecommerce fulfillment customers meet rising consumer expectations while controlling fulfillment costs.

Manhattan Active Order Management enables you to manage the entire life cycle of digital commerce order fulfillment. Online sellers worldwide rely on Order Management to initiate and manage an order's complete, end-to-end life cycle — from initial inventory availability check to payment settlement and sales posting to shipping.

[Learn More](#)

Manhattan is proud to have been named the only leader in The Forrester Wave™: Order Management Systems, Q2 2021.

[Learn More](#)

**See how we help
leaders like you
succeed**





DHL selects Manhattan Active® Warehouse Management to Break the Upgrade Cycle and Improve Agility for Its Warehouse Operations

Manhattan Solution: [Warehouse Management](#)

DHL, one of the largest logistics companies in the world, selected Manhattan Active Warehouse Management to break the upgrade cycle and leverage its cloud-based technology and agility for its warehouse operations. The company decided to embrace a cloud-first strategy for all of its supply chain operations to break the solution upgrade cycle by going versionless. The strategy also served as a tool to transition toward more scalable and agile warehouse management capabilities. DHL's solutions have integrated seamlessly with Manhattan Active Warehouse Management. DHL and its customers can now be assured that they will have the latest and greatest software available, with the solution's versionless, cloud-native capabilities. DHL's partnership with Manhattan will continue to grow with hundreds of sites to transform in the coming years.

[Learn more](#)

“Utilising the cloud and software as a service is going to be a game changer.”

Markus Voss, CIO & COO of Supply Chain at DHL

DHL, one of the largest logistics companies in the world.





Performance Team Continues to Thrive with Manhattan Warehouse Management

Manhattan Solution: [Warehouse Management](#)

Performance Team is a leading national logistics company operating third-party distribution, transportation, and logistics programs for customers throughout the globe. The company has become a trusted 3PL leader with an exceptional reputation across retail and manufacturing industries. The flexibility and extensibility of the Manhattan Warehouse Management System (WMS) have enabled the company's growth for over 15 years.

The solution has allowed Performance Team to pursue greater customer diversity as it is easy and fast to configure to support most customer fulfillment needs. However, it is robust enough for large-scale operations within advanced automated facilities. Performance Team delivers services for customers that fit into both categories, which is one reason it has attracted more and more business. For example, Manhattan's extensibility has been vital in helping Performance Team establish a leading position in the massive ecommerce fulfillment market. The company has directly integrated Manhattan's WMS with online commerce platforms like Shopify, Magento, and several other supporting applications for returns, address validation, and small parcel tracking. Through Manhattan's technology and process standardisation, Performance Team reduced customer startup costs by 25% to 30%, which has made the company more competitive when vying for new business.

[Learn more](#)

“For a company of our size and solution complexity, there are only a handful of products that we could rely on to support our growth. By continuing to focus on Manhattan and growing our capabilities, we've been successful in managing our customers' supply chains.”

Tom Wilkinson, Sr. Vice President of IT at Performance Team

Reduced customer startup costs by 25% to 30%.





Manhattan Brings Yusen Logistics Greater Flexibility and Scalability

Manhattan Solution: [Warehouse Management](#)

Yusen Logistics designs, implements, and manages supply chains specific to global industry markets or bespoke solutions for more complex transportation models. The company has a network linking Japan, the Americas, Europe, East Asia and South Asia, and Oceania and operates more than 631 distribution centres/offices in 47 countries and regions. As the company grew, many of its country teams turned to several local systems to service clients' supply chain needs. These locally tailored technical environments were costly to maintain and hindered the company's ability to streamline and optimise its operational approach. Yusen Logistics implemented the Manhattan Warehouse Management System (WMS) to overhaul its IT systems infrastructure and standardise on a single, proven supply chain solution.

Yusen Logistics chose Manhattan as its strategic WMS provider due to its solution functionality, configurability, and scalability. The solution has enabled Yusen Logistics to standardise internal workflows, allowing better control of logistical processes across distribution facilities and countries. As a result, the company can now serve new customers more effectively and has streamlined all startup activities, leading to significant operational cost reductions.

[Learn more](#)

“We have selected Manhattan and Microsoft as our long-term strategic IT partners. Our objective is to roll out Manhattan SCALE, running on Microsoft Azure, to all companies around Europe and potentially across the globe. This will enable us to drive down costs, increase profitability and provide customers with better service, eventually making the business more competitive.”

Tony Gudger, CIO at Yusen Logistics Europe





Global Shipping & Logistics Accelerates Middle East Expansion with Manhattan's Supply Chain Platform

Manhattan Solution: [Warehouse Management](#)

Global Shipping & Logistics (GSL) Dubai, a part of the Al Shirawi Group of companies, is a leading onshore 3PL provider within the United Arab Emirates. With over 700 employees and 2.8 million square feet of facilities, GSL is a complete one-stop-shop logistics solution provider with the skills, experience, and processes to service any clients in any industry. GSL's differentiator is its state-of-the-art temperature-controlled warehousing infrastructure, with temperatures ranging from -60°C to ambient. GSL selected Manhattan to manage logistics execution across its warehouses. Manhattan's track record of serving leading logistics services providers in GSL's region and worldwide was an essential factor in their selection.

Today, the company is benefitting from Manhattan's configurability, which has enabled the company to reduce the time needed to set up new clients from a week to a day. GSL's customers are happy with the solution. The solution's Trading Partner Management module allows clients to access such vital particulars as detailed reports on stock levels, transaction status, and item master information via the Web. With Manhattan WMS, GSL improved its inventory accuracy to 99.8%.

[Learn more](#)

“Manhattan Associates' experience of serving leading logistics services providers in other regions of the world made them an obvious choice to run our facility at the Dubai Investment Park.”

**Arun Kumar, It Manager
at Global Shipping & Logistics**

**With Manhattan WMS, GSL
improved its inventory accuracy
to 99.8%.**





Fowler Welch Advances Logistics and Distribution with Manhattan Associates

Manhattan Solution: [Warehouse Management](#)

Fowler Welch is a UK supply chain and logistics company specialising in flexible, reliable, and cost-effective supply chain services for prominent names in both supply and retail. With 1,300+ employees and seven depots across the UK, Fowler Welch provides innovative and effective solutions that add value to every one of its customers' operations. The company provides a chilled-distribution service as well as service for customers involved in the production and sales of ambient goods. Its traditional chilled-distribution business experiences extremely short production cycles, and order accuracy and delivery promptness are essential. Fowler Welch implemented Manhattan's Warehouse Management System (WMS) at all depots with picking, packing, consolidation, and dispatch operations to improve operational accuracy.

The Manhattan solution tracks products as they enter the warehouse and scans and automates picking to speed up the overall order fulfilment process. A key benefit of the Manhattan WMS for Fowler Welch is improved inventory accuracy, as the company knows exactly what has been received, picked, and remains. Customer relationships have also improved through enhanced communications like system-generated advance shipment notices that let customers know exactly when they will receive their goods.

[Learn more](#)

“Going forward, as we handle greater and greater volumes of ambient goods, as well as chilled, we know that with Manhattan Associates' solution, we will be able to apply the same functionality across all product groups despite their differing product characteristics and storage requirements. We can be confident that we can consistently provide a great service for our clients.”

Matthew Downes, IT Director at Fowler Welch





Cygnia Expands Warehouse and Customer Service Features with Manhattan

Manhattan Solution: [Warehouse Management](#)

Cygnia draws on its vast experience to provide supply chain solutions for the UK's best-known companies. It provides 3PL services to well-known companies such as The Ford Motor Company, Molton Brown, Universal Electronics, and Stanley Tools. A quick succession of new-client wins made it one of the UK's fastest-growing 3PLs, providing customers with contract packing, freight forwarding, HM customs-bonded warehousing, and worldwide distribution. With the growth came new customer requirements, such as multichannel fulfilment, that called for a warehouse management system (WMS) with the sophistication and flexibility to switch between picking single units for online sales and much larger quantity bulk orders going directly to stores.

Cygnia turned to Manhattan's WMS to upgrade its warehouse operations. Since implementing Manhattan, Cygnia has increased efficiency and accuracy to the extent that the company has increased warehouse capacity by 65%. The company is now confident in its ability to provide full traceability and batch control to its customers, both essential components in managing shrinkage, providing up-to-date information on stock status, and handling product recalls.

[Learn more](#)

“When you're able to double your warehouse capacity, you know that you chose the right warehouse management software. The fact that we achieved this with Manhattan Associates in less than a year speaks for itself.”

Gary White, Director at Cygnia

A photograph of two people in a warehouse. A man on the left is wearing a blue hard hat, a dark suit, and a high-visibility orange safety vest. A woman on the right is wearing a white hard hat, a patterned long-sleeve shirt, a high-visibility orange safety vest, and blue jeans. They are both looking at a tablet computer held by the man. The background shows the interior of a large warehouse with metal structures, stairs, and various equipment.

Increased warehouse capacity
by 65%.

Wincanton

Increased Ability to Meet Specific Customer Needs at Wincanton

Manhattan Solution: [Warehouse Management](#)

Wincanton provides supply chain solutions and value-added services to customers throughout the UK and Ireland. It operates 200 sites covering 1.8 million square metres of warehousing and storage space; manages 3,500 vehicles delivering distribution and transport services; and has 16,000 employees. To help support the company's strategy of adding value to its customers' businesses, Wincanton decided to operate a centralised warehouse management system that would enable the company to achieve greater consistency and autonomy across its facilities in the UK and Ireland.

Wincanton implemented the Manhattan Associates Warehouse Management System to support a wide range of industry sectors from an optimal template. Because 90% of functionality is standard, only a small amount of system configuration is required for each client deployment. The system also works seamlessly with a broad range of third-party software systems, providing enhanced automation and enabling value-added services.

[Learn more](#)

“We recognise that IT is not just a back-end function, it is a key business enabler — and the IT that drives and supports our customers' supply chain management processes is business critical, for them and us. As such, we pride ourselves on having the skill sets required to configure various elements of Manhattan's solutions to suit the specific needs of our customers. We see this capability as a core competency for us, and that's why Manhattan is such a good fit for our organisation.”

Simon Deane, Supply Chain and IS Director at Wincanton





A.N. Deringer, Inc. Aims for the Future with Manhattan

Manhattan Solution: [Warehouse Management](#)

A.N. Deringer is the United States' largest, privately-held customs broker, providing integrated supply chain solutions to its customers. The company's distribution centres are located at major air and vessel ports along the US/Canada border and are staffed with distribution professionals adept at providing case-in/case-out, pick and pack or pick and ship, kitting, labeling, and many other value-added services. A tier-1 warehouse management system, eShipPartner® Warehouse Manager powered by Manhattan Associates, provides complete historical, in-transit, and current inventory.

Manhattan Trading Partner Management capability is the brains of the eShipPartner Warehouse Manager. The entire system manages inventory and shipments for Deringer and provides the Trading Partner Management capability with the data and visibility for Deringer customers to track their shipments at any time via eShipPartner. Deringer experienced a significant increase in customers because of this capability.

[Learn more](#)

“Manhattan offered about 86% of what we were looking for. The next provider offered about 48% of what we needed.”

Steve Burrington, Supply Chain Manager at A.N. Deringer, Inc





CalArk Puts the Brakes on Competitive and Economic Pressures with Manhattan Carrier

Manhattan Solution: [Transportation Management](#)

CalArk offers innovative proprietary logistics programs across the United States. The company provides 3PL, including equipment leasing, less-than-truckload shipping, last-mile distribution, dry-van trucking, warehousing, cross-border business, and brokerage. This longtime Manhattan Associates customer has experienced many benefits from using the Manhattan Carrier™ solution, which provides the tools and information the company needs to execute trucking smarter on a day-to-day basis and make the best planning and dispatching decisions. Since the original implementation of Manhattan Carrier, CalArk dropped its deadhead (empty) miles by approximately 50% — from nearly 12% to 6%. That number hasn't changed — even in more challenging economic conditions.

[Learn more](#)

“Companies like ours are trying to squeeze as much functionality out of their systems to stay profitable and eliminate wasted miles. Fortunately, we’ve already invested in the most optimised solution — Manhattan Carrier.”

Matt Braslavsky, Director of IT at CalArk

Dropped its deadhead (empty) miles by approximately 50%.



PROMAX

PROMAX Races Past Competitors with New Supply Chain Solution

Manhattan Solution: [Warehouse Management](#)

PROMAX Automotive Inc. is a full-service logistics solution provider and third-party logistics provider serving leading companies in the automotive industry, including General Motors, Isuzu Motors America, Nissan, Thyssenkrupp, and Akebono Brake. The company's rapid growth created significant challenges in its supply chain operations, making it difficult to effectively meet the unique requirements of its expanding customer base.

PROMAX selected Manhattan Warehouse Management to overhaul its warehouse operations, including adding greater automation, improving inventory visibility, and increasing efficiency and productivity. Since implementing the solution, the company has increased productivity and reduced labour costs through more effective picking capability. Inventory putaway has become more precise, helping to increase inventory accuracy significantly—rising from 96% inventory accuracy to 98 - 99%.

[Learn more](#)

“Our clients have such complex requirements that we wouldn't be able to meet them without the Manhattan solution. It offers the flexibility and advanced capabilities we need to properly serve our customers.”

Steve Gatton, IT Manager at PROMAX Automotive

**Increased inventory accuracy
from 96% to 98 - 99%.**





Notes/sources

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To learn more, visit manh.co.uk

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