

# WINCANTON STANDARDISES OPERATIONS

on Manhattan Supply Chain  
Commerce Platform

## OPERATIONS

Distribution centres (DCs): 200 (DCs/  
warehouses/hubs) throughout the UK and  
Ireland

## MANHATTAN SOLUTIONS

Warehouse Management  
for Open Systems



## CHALLENGE

Wincanton needed a flexible technology platform to support multiple customers operating across multiple channels and to bring enhanced levels of visibility and agility to its warehouse management systems.

## SOLUTION

Manhattan solutions selected for industry-leading reputation; fast start-up capability; scalability; modular nature which allows Wincanton to deploy new capabilities as needed.

## PROGRESS & RESULT

A standard implementation process helps get Wincanton customers up and running quickly; ability to configure solutions to meet specific customer requirements; reduced complexity and streamlined customer workflows.

“With a significant number of our warehouses now supported by Manhattan’s systems, Manhattan Associates has become a trusted partner for us. Manhattan’s technologies continue to drive productivity improvements and facilitate growth within our own and our customers’ organisations and they also help reduce the complexity of working across a wide range of sectors within the UK and Ireland.”

SIMON DEANE, SUPPLY CHAIN AND IS DIRECTOR, WINCANTON

# INCREASED ABILITY TO MEET SPECIFIC CUSTOMER NEEDS

at Wincanton

**“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.”**

## WINCANTON OFFERS WIDE RANGE OF SERVICES TO SUPPORT CUSTOMER SUPPLY CHAINS

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; operates 3,500 vehicles delivering distribution and transport services; and has 16,000 employees. Wincanton’s operations include ground-based supply chain management services such as warehousing and transportation, and many other value-added services such as change management, co-packing, consultancy, fleet management and retail store support.

Wincanton is able to deliver operational excellence in its contract logistics and distribution services operation by its commitment to continuous improvement and building strong customer relationships. It seeks to understand what makes each customer unique and uses this in-depth knowledge to provide a customised supply chain solution that meets every client’s needs.

## WINCANTON STRIVES FOR SERVICE EXCELLENCE WITH CENTRALISED WAREHOUSE MANAGEMENT SOLUTION

With an annual turnover in excess of £1Bn, the level of success that Wincanton enjoys in the UK and Ireland is showing no sign of slowing down.

To help support Wincanton’s strategy of adding value to its customers businesses, it made the decision to operate a centralised warehouse management system, where appropriate, that would enable the company to achieve greater consistency and autonomy across its facilities in the UK and Ireland.

Simon Deane, supply chain and information services director at Wincanton explained, “We have grown significantly in the UK and Ireland in the last 20 years and have acquired a number of companies along the way. This expansion though meant we ended up with a number of different systems, so we made the decision to rationalise our portfolio and select a preferred platform of choice that could support us across the multiple sectors that we operate in.”

Deane added, “A preferred systems platform would also deliver significant benefits in terms of training, speed of deployment for new clients and speed of integration with other systems, including those operated on behalf of existing customers.”



## CUSTOMER CASE STUDY

It was also important for Wincanton to operate a single but functionally rich supply chain technology platform that included the warehouse management systems capability and other solution components so it could support and complement Wincanton's in-house systems expertise.

As a leading supply chain solutions provider in the UK and Ireland, the main challenge the company faced was finding a partner that could effectively support the different operational workflow and process requirements of its customers. In addition, it was imperative to have a strong level of on-the-ground support to implement and maintain the systems in its operational sites across the UK.

Ultimately, Wincanton's decision to select Manhattan Associates was based on the strength of its technology platform and the extremely flexible and robust nature of the solutions it offers.

Having decided that Manhattan Associates was the right technology partner for Wincanton, the company opted for Manhattan's Warehouse Management Solution for Open Systems (WMOS) as its primary Warehouse Management solution.

"Manhattan's solutions are extremely flexible and can support a wide range of industry sectors from an optimal template. Between 80 and 90% of functionality is standard, which means only a small amount of system configuration is required for each client deployment. We currently leverage the Manhattan WMOS solution for upwards of 50 customers," said Simon Deane.

Another critical factor in Wincanton's decision to work with Manhattan Associates was the integration strength of its solutions as Wincanton required a solutions platform that could work seamlessly with a broad range of third-party software systems. Similarly, the ability to configure various aspects of the solutions' functionality was also a key driver in Wincanton's decision-making process.

Simon Deane added, "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 concluded, "We continually strive to help our customers address their ever-changing supply chain challenges through the use of industry-leading and constantly evolving IT solutions. Manhattan Associates has played a key role in helping Wincanton achieve this objective. "

