

► Linfox

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► Out-of-the-box warehouse management

Business Issues

Australia's largest privately owned third-party logistics provider, Linfox, has successfully implemented SSA Warehouse Management, the first out-of-the-box warehouse management system on the market. Linfox chose SSA Global's solution because of the quick implementation speed, short time-to-benefit and high return on investment. It was able to bring SunRice, Australia's largest exporter of processed branded-food products live in 50 days.

The Company

Linfox is one of Australia's largest privately owned companies with 9,000 skilled personnel providing warehousing, transportation and supply chain management solutions to many of South East Asia's and Australia's largest organisations. Its operations use over 4,700 motorised units of equipment and manage more than 1,000,000 square metres of warehousing space and the company is a pioneer of integrated logistics in Australia.

In this country, Linfox is structured into industry streams covering the retail, beverage, fast moving consumer goods, fulfilment, cash services (Armaguard), freight forwarding, petrochemical and building products sectors. The company also maintains a strong presence in Asia, with operations in Malaysia, Thailand, Hong Kong and with the acquisition of Mayne Logistics, in Mainland China and Indonesia.

What's Critical

Linfox delivers a range of warehousing services to a variety of customers. It is a very service focused organisation, taking pride in its reputation for understanding and providing tailored solutions that meet customers' needs.

company -----	Linfox
solution -----	SSA Warehouse Management
product -----	SSA Supply Chain Management
platform -----	Windows NT
database -----	SQL Server
industry -----	Third party logistics
customer revenue -----	A\$1.2 billion
employees -----	9000
country -----	All countries across Asia Pacific

"As trade and commerce increase in Asia Pacific, companies are looking for more from their logistics providers," explains Peter Deyell, Linfox WMS Solutions Manager.

"Customers are demanding to see what's happening upstream and downstream of their own operation, to see what their suppliers and their customers are doing."

He explains: "They need better visibility of their inventory and the ability to proactively respond to their customers' needs and wants as demand patterns change.

"As a logistics provider, our selection and implementation of SSA Warehouse Management gives us competitive advantage by helping us provide our clients with better visibility and control of their inventory. It also enables us to provide value-added activities and services."

Finding the Right Solution

"When SunRice agreed to become a pilot for Linfox in the implementation and management of Linfox warehousing systems, we needed an entry level Warehouse Management solution to suit the SunRice business," adds Deyell.

"SSA Warehouse Management is a preferred solution for Linfox, although until now the company has been using a more sophisticated version."

Linfox knew SSA Global had produced a new version to fit an entry niche in the market. At the same time, Linfox business streams were asking for a less complex and easier entry into warehousing systems. After a review of the operational procedures in place, Linfox found that SSA Warehouse Management would, with only minor configuration changes, match or surpass those procedures.

According to Deyell, "SSA Warehouse Management was a good match."

“SSA Warehouse Management is a key differentiator for Linfox in the marketplace.”

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» A very simple implementation

Implementing Fast

Linfox personnel has implemented SSA Warehouse Management running on a Windows SQL Server platform at a single Linfox site, using SunRice as a pilot, with four users before it rolls the solution out to five national multi-user distribution centres. The application and database servers are deployed at a central data centre, with remote clients accessing the application via Citrix.

“This was a very simple implementation,” says Deyell, “which makes SSA Warehouse Management a hugely appealing solution.”

The Linfox team took a structured approach to the project, beginning with an on-site review and customer requirements review. A readiness review and set of go live decisions were signed off by all stakeholders before the solution went live. For additional security, SSA Warehouse Management ran in tandem with the existing solution before the cut over. The project, from setup of servers to go live took just 50 days.

Making it Pay

While there are cost savings with the warehouse management solution, that is not the key driver for Linfox.

“Customers are looking for us to do more with less,” explains Deyell, “SSA Warehouse Management helps us improve warehouse productivity and throughput across our facilities, which in turn helps us service customers like SunRice better.

“Unlike other solutions in the market, SSA Warehouse Management is so robust and scaleable that we can deploy the same solution, with the same look and feel, across many locations. This is a real time-saver since our employees can be trained once and are able to work in any of our facilities.”

While the full project is not yet complete, here are some of the projected benefits for Linfox and its customers, in deploying SSA Warehouse Management:

Fast Implementations

- For a new customer, implementations will take around 30 days.
- An existing Linfox site could take as little as 10 days, given the infrastructure is in place and the customer is on-site.
- SSA Warehouse Management can be used exactly as is, with just minor enhancements to reporting.
- The solution comes with some preconfiguration. For example, in putaway, there are several zones to choose from.

Meeting Customer Needs

- SSA Warehouse Management can run on one PC in the corner of a warehouse or centrally deployed over a network. There's plenty of room to grow.
- Operations of a reasonably complex level can be run with the standard functionality. For Linfox and its multi-national customers, SSA Warehouse Management operates in over 25 languages including English, Simplified Chinese, Traditional Chinese, Thai, Japanese, Korean, Arabic, Spanish, and German.

Taking the Worry out of Systems Management

- SSA Warehouse Management is designed to replace in-house systems or legacy systems that may not be supported, or that no longer fit today's technology or architecture requirements.

- With Data Exchange, SSA Global's system integration tool, SSA Warehouse Management is compatible with a whole range of customer host systems.

Forward Faster™ - Into the Future

The SSA Warehouse Management implementation using SunRice as a pilot, is a trial for Linfox. Next, the company plans to deploy SSA Warehouse Management at a range of multi-user distribution centres for rice growers around the country. Linfox can also see a role for the SSA Warehouse Management solution in New Zealand and in parts of Asia.

“Now that we have the basic infrastructure set up,” says Steve Cartwright, Linfox WMS Service Delivery Manager, “as new opportunities arise, implementation is going to be quite rapid.”

“No other organisation that we know of in the market we're in has adopted a similar approach at this time,” concludes Deyell. “SSA Warehouse Management is a key differentiator for Linfox in the marketplace.”

about SSA Global

SSA Global™ is a leading provider of ERP solutions for manufacturing, services, and public organizations worldwide. In addition to core ERP applications, SSA Global offers a full range of integrated extended solutions including corporate performance management, customer relationship management, product lifecycle management, supply chain management and supplier relationship management. Headquartered in Chicago, SSA Global has 60 locations worldwide and its product offerings are used by approximately 13,000 active customers in over 90 countries. For additional information, visit the SSA Global web site at www.ssaglobal.com.



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