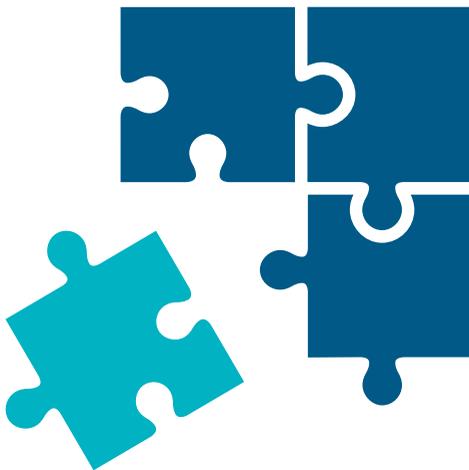


From implementing artificial intelligence to outlining strategies for thriving amidst a competitive supply chain labor market, these case studies highlight ingenuity and the ability to solve practical and complex supply chain, logistics, and transportation challenges.



Supply Chain Challenge? **SOLVED!**

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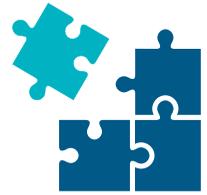
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3PL Central



Supply Chain Challenge?
SOLVED

Thriving Amidst a Competitive Supply Chain Labor Market

Faced with a labor shortage exacerbated by the pandemic, MD Logistics developed a recruitment strategy to attract talent for present-day conditions as well as allow for continued growth.

THE CHALLENGE

In recent months, the logistics labor market has experienced an unprecedented shortage of interested and available labor. As the demand for online shopping continues to increase, so too does the demand for fulfillment centers with a ready team to fulfill orders. To attract new talent, logistics providers are now thinking of new ways to entice talent to join their teams.



MD Logistics is no exception. Our local market has experienced tremendous growth within the past couple of years. This coupled with the effects the COVID-19 pandemic has had on the supply chain industry has led our internal human resources team to adapt their talent-seeking strategy.

THE SOLUTION

The current labor market outlook seems to be the new “normal” for the foreseeable future for the logistics industry. Knowing this, we had to work through a strategy to attract talent that would not only work present day, but one that would be able to scale as we continue to grow as a company and adapt to challenging market conditions.

• **Focus on respect and company culture:** For us at MD Logistics, our team-focused company culture is

what makes our organization unique. Leadership at MD has always placed an emphasis on creating a culture of respect, preferring to give current team members the opportunity to advance to open positions within the organization.

• **Additional internal resources:** As we looked to evolve our hiring efforts, we realized we needed to add a recruiter to the human resources team. Our recruitment specialist works as a bridge between outside applicants and our internal teams to match the right talent to the right position within the organization, also balancing partnerships with staffing agencies.

We have also leveraged our existing employee network and offer a referral bonus to our team members who refer someone for an open position. We know our company’s biggest assets are the people who make up our team; having

their endorsement of a potential candidate carries a heavy weight.

• **Invest in technology:** To better service potential applicants who are searching online, we have invested in technology and systems that allow us to post available positions on our website. In addition, for those who don’t have easy access to a computer, we have made applications available in the lobbies of all of our facilities.

• **External initiatives:** We have also placed a focus on partnering with community organizations who have access to potential job candidates.

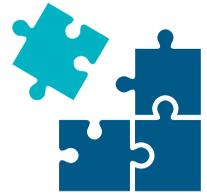
Veteran organizations have been a great partner for finding former military veterans a path forward to leadership within our company. Other organizations we are consistently learning from are central Indiana labor and economic groups, who provide insights into the current business and labor environment, as well as provide visibility to candidates who are currently enrolled in logistics programs.



To learn more:
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Supply Chain Challenge?

SOLVED



Drone Technology Improves Warehouse Performance

An innovative drone-based technology solution enables Romark Logistics to automate pallet counts and offer inventory analytics and insights to its customers.

THE CHALLENGE

After restructuring a customer distribution center in Lancaster, Texas, to use very narrow aisle (VNA) racking, substantially improving space utilization, Romark Logistics, a nationwide third-party logistics (3PL) and cold-chain provider serving food, beverage, pharmaceutical, commodities, and retail customers, had to address a challenge that comes with 6-foot VNAs: manual counts of the warehoused inventory, containing full pallets with front-facing barcodes, stored one-deep in the VNA racks.

These counts are labor-intensive and time-consuming, tying up both people and equipment that could otherwise do picks/putaways or shipping/receiving.

THE SOLUTION

Romark's continuous improvement and innovation team had been looking for technology solutions that could automate the pallet counts, without disrupting inventory operations.

After evaluating various options, autonomous drones stood out as the best automation technology for inventory counts and associated use-cases such as empty bin audits. The use of airspace didn't affect ground operations, and the ability to read barcodes helped avoid new (potentially wasteful) investments in RFID tags.

The 3PL provider contacted FlytBase, an enterprise drone software company,



which successfully deployed proof-of-concept indoor autonomous navigation in late 2019. It provided Romark an opportunity to see the operator dashboard in action, determine the accuracy of barcode detection, and share expectations with respect to WMS integration and data comparison.

Continuous interactions with the warehouse operations, inventory, IT, and innovation teams during the proof-of-concept also unveiled adjacent use-cases for FlytWare, such as empty bin audits, putaway audits, and aerial scans of bulk storage.

The solution also met important criteria such as ensuring the safety and security of Romark's warehouse workers. It was to function safely in an active warehouse environment and not disrupt the workflow.

Not only were the FlytWare drones required to fly autonomously and scan barcodes automatically, but Romark also wanted precise landing/

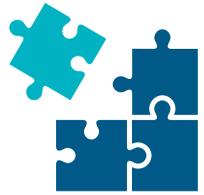
takeoff, autonomous battery charging, comparison with WMS data, and fleet operations management to also be fully automated, for a scalable solution.

With more than one dozen large DCs across the United States, Romark looks forward to scaling autonomous drone deployments beyond the Lancaster warehouse. In fact, using the cloud-connected FlytWare dashboard—as a centralized access point to plan and oversee inventory counting operations across multiple warehouses—will enable Romark to offer inventory analytics and insights to its customers.



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Supply Chain Challenge? **SOLVED**



Building a Supply Chain in One Week

When their client pivoted to make a low-cost, readily available bed to quickly serve those on the front lines, SEKO Logistics rapidly set up distribution operations to meet urgent demand.

THE CHALLENGE

As the COVID-19 pandemic swept the country, overflowing ICUs and bed shortages in hot spots strained the country's already exhausted front-line responders. SEKO's dedication to equipping, supporting, and inspiring came full circle as they partnered with their long-time client to meet the needs of caregivers and patients.

To aid with the unprecedented high demand for patient platforms in the midst of the COVID-19 pandemic, SEKO's client redefined their product offering to build a low-cost, readily

available bed to quickly serve those on the front lines. Within seven days, a solution was designed and sourced to allow emergency responders and caregivers to move and position patients efficiently. However, a fast, reliable logistics solution was imperative for effective distribution.

THE SOLUTION

With ingenuity and collaboration, SEKO Logistics teamed up with their client to build a new supply chain within one week, and integrated it vertically for regional manufacturing to meet the

overwhelming demand. SEKO's MedTec team worked hand in hand to deploy five regional forward stocking locations in New Jersey, Texas, Indiana, Arizona, and Pennsylvania.

SEKO sourced and managed the on-site Yard Jockeys at their New Jersey distribution center to ensure successful transport to and from the warehouses, distribution centers, and hospitals.

As Phase One's eight-week timeline progressed, SEKO Logistics handled approximately 35,000 beds—supporting the emergency need for hospital bed distribution as the COVID-19 pandemic overwhelmed the United States.

Now in Phase Two, SEKO manages the ongoing storage of the additional 25,000 beds allocated for the support of specific hospital systems.

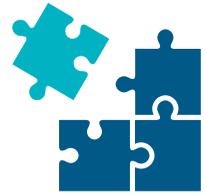
As challenging times overwhelmed the globe, partnership, teamwork, industry knowledge, and transparent communication enabled SEKO Logistics and their client to accomplish this amazing feat.



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Supply Chain Challenge?

SOLVED



Sustaining Operational Excellence

TA Services' transportation management solutions helped MRC Global, a distributor of pipe, infrastructure products, and valves and fittings, improve visibility and enhance service levels.

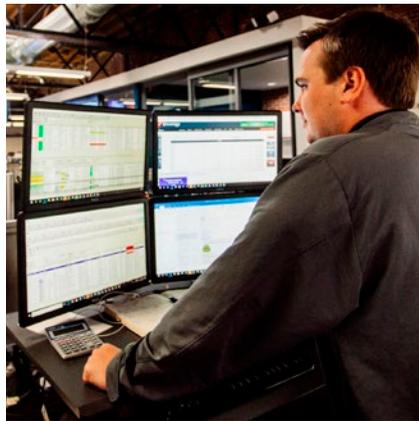
THE CHALLENGE

In these unprecedented times, sustainable success requires flexible, innovative approaches and a commitment to achieving operational excellence.

Achieving operational excellence also requires focusing on core value creation capabilities—particularly those that drive growth and contribute to your competitive advantage. Partnering with a 3PL that specializes in areas where you have chosen not to invest can help you reach and sustain operational excellence—or reach it even faster. This is what MRC Global, Inc., the largest distributor of pipe, infrastructure products, and valves and fittings, faced.

With multiple regional distribution centers and more than 100 branch locations, MRC wanted to create synergy across their distribution network with greater utilization of their hub-and-spoke model. MRC needed a solution that produced additional value with standardization across their order and fulfillment cycles. Results would be a reduction in touch points and creation of a centralized cost-saving model with key performance indicators to ensure that performance is garnered and surpassed.

Even with considerable in-house knowledge, implementing a control tower for transportation network management required time and resources already in high demand. So, this industry leader made the call to outsource transportation management operations to a full-service 3PL—TA Services.



THE SOLUTION

TA Services contributed its experience serving a wide range of manufacturing and industrial distribution firms along with the ability to back its solutions with truckload assets from its parent company, PS Logistics. The recommended solution included SaaS TMS technology and centralized transportation planning that would drive efficiencies, improve routing compliance, and make a difference to MRC's bottom line.

MRC now relies on a more efficient hub-and-spoke network designed by TA Services to serve its branch operations as part of a highly responsive customer service strategy. The network runs after hours and requires unattended nighttime deliveries with OSHA-certified driver-assisted unloading.

TA Services also implemented full cycle transportation management within its centralized load control center. The solution includes capacity management,

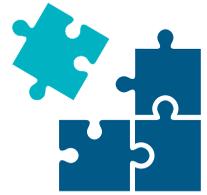
procurement, load execution, tracking, and claims management of irregular route truckloads for customer direct and jobsite shipments.

Measurable business value is being delivered by TA Services in the form of lower transportation costs, improved visibility, enhanced service levels, and a more variable cost structure, allowing MRC to fully leverage its transportation management spend and distribution network.

“We have to manage what's core to our business and drive requirements with our logistics partners to ensure we can get our products to market safer, faster, and more effectively with a value-driven solution. This solution required scalability and measurability while ensuring process and service excellence that our customers and MRC Global are accustomed to receiving,” said Barry Gipson, vice president of operational excellence for MRC. “Partnering with TA Services allows us to not only deliver products to market in this manner, it also allows us to expand our services where required in our competitive and dynamic market.”



To learn more:
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Supply Chain Challenge? **SOLVED**

Getting Crafty with Supply Chain Solutions

Verst Logistics helped an arts and crafts supplies company address peak season challenges and growing sales by expanding its supply chain capabilities.

THE CHALLENGE

A high-growth arts and crafts supplies company decided it had to pursue a new path to improve its limited supply chain capabilities. Sales growth during the fourth quarter peak period had created challenges in getting orders processed accurately and on time. While growing sales is a very good thing, the problems that resulted were significant, impacting customer satisfaction and lowering fill rates. Additionally, forecasting in a high-growth business was difficult, and staffing for a peak season that lasts only a few

days was nearly impossible. Shipping out of a single distribution point in California to reach East Coast customers added to the problems. As peak hit, the management team had to work side by side with their 3PL's employees picking, packing, and shipping orders to keep up with volumes.

THE SOLUTION

The company began its search for a partner to execute its supply chain and improve customer satisfaction. The search led the company to Verst.

Verst created a plan to utilize its 396,000-square-foot fulfillment facility located in a key Midwest logistics corridor. Additionally, Verst partnered with Locus Robotics, a leader in state-of-the-art robotic technologies, to address peak season challenges by incorporating computer-guided bots for picking and packing speed and accuracy.

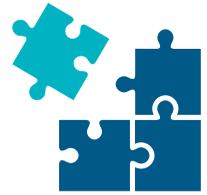
Now Verst fills orders for all geography east of the Mississippi, including a portion of product volume shipping direct to retailers, while following strict order compliance. The Verst solution handles more than 99% of all orders on time. At the height of the holiday peak, more than 100,000 units were picked and packed in one 24-hour period, with 90,000 units being confirmed and shipped out the same day.

The arts and crafts company now has a solution for reaching its direct and indirect customers that can grow with its business and operate smoothly throughout the entire year.



Verst
LOGISTICS

To learn more:
phone: 800-978-9307
web: verstlogistics.com



Supply Chain Challenge? **SOLVED**

Holman Logistics Uses Artificial Intelligence to Increase Forklift Safety

Holman partners with OneTrack to bring AI solutions to the issue of forklift accidents.

THE CHALLENGE

For Holman Logistics, nothing is more important than the safety of its team members and the customers for whom they provide manufacturing logistics, warehousing, and transportation services.

“Our core values set the foundation for the work we do, and we have no more important core value than safety. We constantly seek technology, training, and other innovative resources to help us maintain our superior safety performance,” commented Brien Downie, president of Holman Logistics.

Holman operates forklifts in all its locations across the United States, and operations managers and customers understand the human and financial costs of forklift-related accidents.

Holman currently monitors and tracks forklift activity; however, management wanted to understand the root causes of mishaps and find out if it was possible to create a system to warn of problems and prevent accidents from occurring.

THE SOLUTION

Along with ensuring that it hires, trains, and develops technically proficient forklift drivers, Holman chose to partner with OneTrack to leverage that company’s expertise in Computer Vision and Deep Learning, also known as Artificial Intelligence (AI).

Computer Vision refers to software processing images from an onboard camera. While the concept of Computer Vision has been around for a long time,



Holman custom logistics solutions are both cost-effective and safe. AI technology provides real-time feedback and detects patterns to prevent collisions.

recent advancements in Deep Learning allow computers to detect, recognize, and predict high-level concepts from images with superhuman accuracy and reliability.

A system powered by Deep Learning has the ability not only to detect that an incident occurred, but also to learn why that incident occurred. Most importantly, it can recognize the same pattern in the future and provide a real-time warning when it thinks a similar incident is about to happen.

Such a system continues to learn while deployed, actively preventing incidents and continuously getting better at doing so. As the system learns, drivers become safer and more effective, and the number of accidents can be reduced over time.

These technologies create a safer, more efficient workplace for everyone, which is important for Holman because

processes, requirements, and workflows can vary greatly by customer and location across its network of facilities.

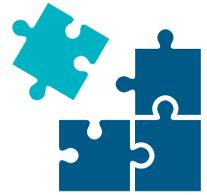
Brien Downie concluded, “I am confident that these AI tools, along with our never-ending safety focus, will help us achieve our goal of accident-free operations. AI technology is already having a positive impact on the safety performance of the entire industry.”



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Supply Chain Challenge?
SOLVED

Improve 3PL Warehouse Order Growth by 300% with the Right WMS

Learn how Woodland Group was able to be a partner for growth to their customers by being “invisible” while growing their business.

THE CHALLENGE

Today’s logistics businesses wear many hats to better serve their customers from under one roof. In fact, it is not uncommon for these businesses to offer both freight forwarding and third-party logistics (3PL) services.

This is the case for Woodland Group, a global freight and supply chain specialist since 1988. Primarily a freight forwarding company, they had a vision to offer a new, consultative customer-focused approach to the industry and to expand their services to offer e-commerce.

Tasked with managing a “new breed of customer,” Woodland Group set out to find a warehouse management system (WMS) partner that would help them scale alongside their business needs and deploy easily at multiple locations across their U.S.-based warehouses. Finding a logistics network that would offer their customers the required visibility into inventory, retailer connections, as well as shopping carts were just a few of the requirements when looking to purchase a WMS software.

It was also important for Woodland Group to be an “invisible” partner to their customers’ operations. “As a logistics provider, our goal is to be invisible. We want to successfully fulfill our customers’ orders in the background without incident,” said

Manny Arriaza, Head of North American Fulfillment & Operations at Woodland Group. “In the world of omnichannel logistics, everything is fast-paced, and orders need to be out of the warehouse as soon as possible. The only way to achieve this goal is to provide customers visibility into every step of the fulfillment process.”



THE SOLUTION

After narrowing their search from the top five warehouse management solutions, Woodland Group ultimately decided to partner with 3PL Central and use *3PL Warehouse Manager™* WMS, which shared their vision of actively being a part of Woodland Group’s customers’ growth.

In having access to and leveraging a vast logistics network, Woodland Group was able to successfully grow their business into e-commerce and offer bespoke services to top-tier retailers. By

using integrations connected directly to 3PL Central’s WMS via a REST API, they were able work closely with other logistics professionals to advise them on successful best practices to grow in their chosen fulfillment channels.

Ultimately, this helped customers self-access real-time inventory tools, allowed customer service reps to spend less time on the phone, and offered more time for warehouse staff to fulfill orders.

Since implementing *3PL Warehouse Manager*, Woodland Group has increased order growth by 300% while maintaining a 1% margin of error, 2x better than industry standards.

Partnering with 3PL Central has allowed Woodland Group to remove their reliance on manual entry on the warehouse floor, allowed customers to self-serve, offering office staff more time to focus on the customer experience, and helped operations teams focus on the right metrics to grow their business.



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