



VeraCore[®]

The Way Fulfillment Works.

CUSTOMER CASE STUDY

ABOUT LOGISTICS PLUS

Logistics Plus Inc. is a leading worldwide provider of transportation, warehousing, fulfillment, global logistics and supply chain solutions. The company was founded more than 20 years ago in Erie, PA by local entrepreneur, Jim Berlin. Today, Logistics Plus has annual global sales approaching \$200M and is consistently recognized as a fast-growing transportation and logistics company, a great supply chain partner, a top freight broker, a leading project cargo manager, and a great place to work. With a strong passion for excellence, their 450+ employees put the “plus” in logistics by doing the big things properly, and the countless little things, that together ensure complete customer satisfaction and success.



EXECUTIVE SUMMARY

Logistics Plus began its VeraCore implementation after a rigorous software audit had them reassessing their existing fulfillment system. Logistics Plus had acquired Lynx Fulfillment, which was using VeraCore in both of its warehouses. This transition led them to re-evaluate their existing systems and decide on what would best serve their customers. The Lynx Fulfillment team, now operating as Logistics Plus Fulfillment Solutions, was instrumental in the evaluation process and in making the recommendation to transition to VeraCore. They had already successfully implemented VeraCore with a number of key clients, which gave the team the confidence they needed to reach a final decision: to integrate VeraCore into its broader global logistics solution as the company’s primary ecommerce and fulfillment platform. As a result, the relationship that has lasted nearly a decade will continue forward, well into the future.





THE CHALLENGE

Logistics Plus began its search for the right fulfillment software system with a primary goal in mind: to be able to say “yes” to varying client requests. They needed a system that they could grow into – one that provided the robustness to not only meet existing needs but anticipate the future needs of their clients. They didn’t know what requests would be around the corner, which made planning for those situations difficult. They knew that choosing a system with a vast offering would be their best option, so they could be prepared for almost anything.

The need for a system that could meet growing client demands was just one part of the equation. Also on their list of requirements was:

- Lot tracking
- Historical reporting, reporting integrations
- Multi-warehouse functionality
- Client access
- Barcoding, serialization & automation
- Fast, flexible integrations

“ THE KEY TO US WAS BEING ABLE TO GROW INTO A SYSTEM THAT WAS ROBUST ENOUGH TO ALLOW US TO SAY ‘YES’ WHEN A CLIENT WOULD ASK ‘CAN’T YOU JUST..’ ”

LOT TRACKING

Lot tracking is used to identify and track different production runs of a product. This is particularly important when handling items such as: food, health, and beauty products.



Because many of Logistics Plus' clients fall into these categories, they needed to ensure that they could keep track of each lot. In the event that a product is recalled, for example, they need to have a system in place to easily identify which customers received product from the contaminated lot. It can also be important for items with an expiration date, so items which expire within an upcoming timeframe no longer get shipped. After all, customers don't want to receive a bottle of medicine that expires within a week of purchasing it. Without a system in place to handle these needs, managing lot tracking would be difficult, time consuming, and could even result in errors.

HISTORICAL REPORTING

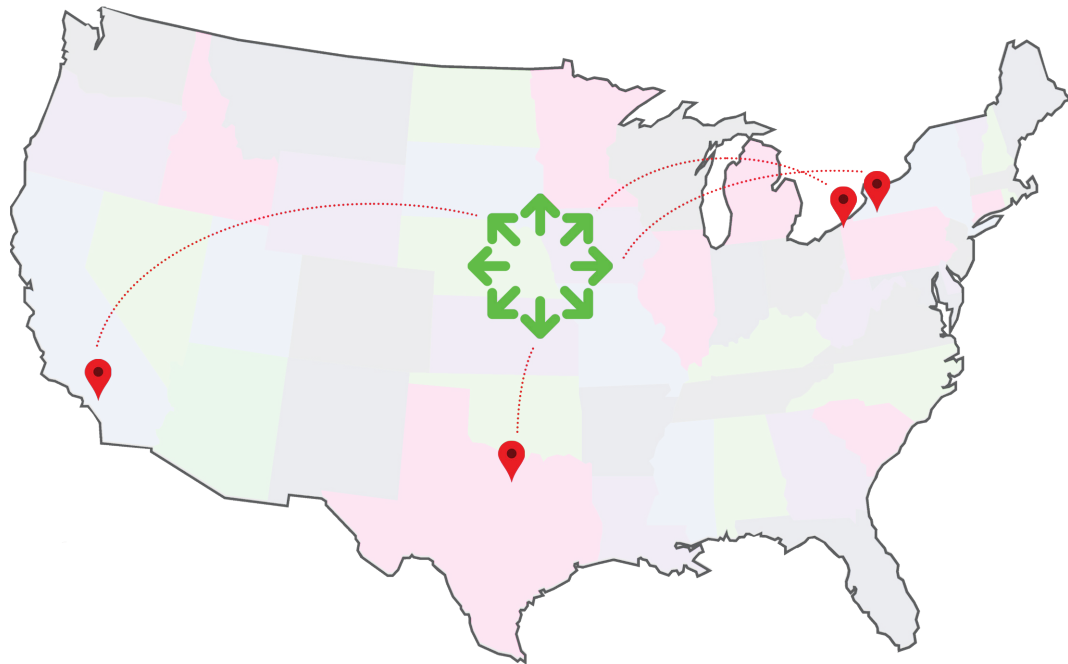
Historical reporting was another pain point the Logistics Plus team was experiencing. It was essential to be able to provide analytics to their customers. A flexible system that would allow them to specify which customers receive what information would allow for better relationships and a higher level of transparency. They needed a system that could deliver the information quickly and easily, and would organize the information in a digestible manner. Reporting capabilities were also valuable for their internal team to help better manage their warehouse operations.

Additionally, the Logistics Plus team had their own state-of-the-art business intelligence system and analytics tools which they relied on. These would need to be able to integrate with the fulfillment system they chose.



MULTI-WAREHOUSE FUNCTIONALITY

Because Logistics Plus has several warehouses throughout the country, multi-warehouse functionality was an important component to their fulfillment software system. Being able to work from a single system at all locations would enable them to efficiently manage inventory and fulfill orders.



CLIENT ACCESS

The ability to allow customer access to their order management system was another crucial piece to the puzzle. Customers would need to be able to access critical information at any time, including visibility into their inventory, orders, backorders, shipment confirmations, etc.



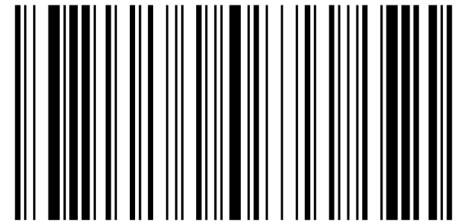
Additionally, customers would need a customized login so they could access only their own account information, and specify different levels of access for different team members.

BARCODING, SERIALIZATION & AUTOMATION

An efficient and streamlined operation was important to the Logistics Plus team, which is why they wanted a system that would accommodate barcoding, serialization, and automation.

Through the use of barcoding and serialization, they would be able to track which items were in the warehouse and account for items that have been shipped. Tracking each serial number that ships would enable the Logistics Plus team to know exactly who received which serial number in the system.

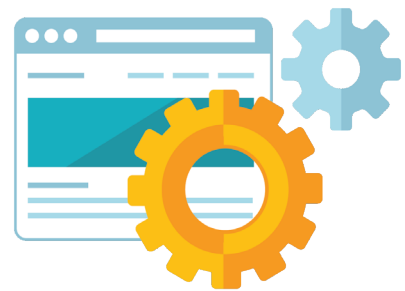
Automating this process would increase efficiency, as inventory counts would automatically update upon scanning, removing manual data entry in the fulfillment system.



FAST, FLEXIBLE INTEGRATIONS

Integrations were a must for Logistics Plus. Not only did they need to integrate their business intelligence platform and analytics tools, but they also needed a solution that would integrate with their ERP and global finance system.

Because Logistics Plus' customers work with a variety of shopping carts and e-commerce platforms, the fulfillment solution they selected would need to integrate as well. Flexibility and speed of integration were important components so new customers could get up and running quickly and easily.





THE SOLUTION

VeraCore's fulfillment system has provided the Logistics Plus team the robustness that they were looking for. It not only had the solutions that they required at the time of implementation, but the features they would need for future use. The new Logistics Plus Fulfillment Solutions staff had first-hand experience working with VeraCore while operating as Lynx Fulfillment, and they were able to personally vouch for VeraCore's capabilities.

VeraCore's fulfillment system has provided the Logistics Plus team the robustness that they were looking for. It not only had the solutions that they required at the time of implementation, but the features they would need to support its global growth in e-commerce warehousing and fulfillment.



Using VeraCore's **lot tracking** capabilities, the Logistics Plus team can easily monitor batches of sensitive products and ensure that the correct batches of products are being shipped. VeraCore has allowed them to define lots and set parameters indicating how different lots should be handled, which has eliminated the need for tedious and time-consuming manual tracking techniques.



With VeraCore's **Dynamic Reporting** capabilities, clients can now receive the information they need, often with minimal effort from the Logistics Plus team. Reporting parameters can be set up to indicate what information is included in each report, who it should be sent to, and how often it should be sent. Once set up, the reports can be sent automatically at set intervals. The Logistics Plus team no longer needs to manually pull reports, and their customers have full visibility into critical information, such as inventory levels.

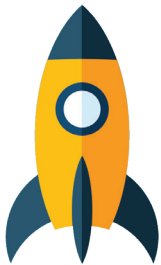
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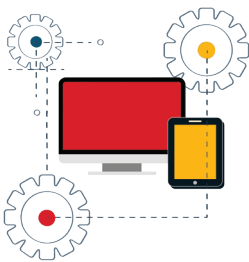
Multi-warehouse functionality available through VeraCore has allowed Logistics Plus to define logic that determines which warehouse an order ships from based on the products in stock, backorders, and location of the facility. They can easily manage multiple facilities with ease and ensure that customers receive their orders as quickly as possible. With warehouses in California, New York, Pennsylvania, and Texas, having a single system to accurately track all inventory quantities and simplify communications between warehouses was imperative.



VeraCore’s **client portals** provide Logistics Plus’ clients access to their account. They can log into their portal on any device to check on crucial information. Each user can have different levels of access, and can customize the information displayed in their account, so they only see information that’s beneficial to their particular job function.



Serial Number Tracking features available in VeraCore allows them to easily track each serial number that ships, so knowing exactly who received which serial number is possible. There is record of which items are in stock and which have been shipped, as well as the time the item shipped. The system automatically deducts the serial number from the list to indicate that the item is no longer available.



VeraCore allows for not only **integrations** with Logistics Plus’ own systems, such as business intelligence and finance systems, but makes it simple for customers to get integrated quickly and easily. VeraCore integrates with leading industry shopping carts and marketplaces, EDI integrators, shipping systems, and more. This enables clients of Logistics Plus to get up and running as quickly as possible.



THE OUTCOME

Through the robust capabilities of VeraCore, Logistics Plus has the freedom to take on almost any fulfillment project! Prior to their VeraCore implementation, the Logistics Plus team was not always able to meet the requests of their customers due to limitations in their fulfillment system. Because the needs of customers vary greatly, it wasn't always possible to predict what clients would ask for next.

Their VeraCore implementation has resulted in:



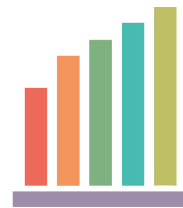
THE ABILITY TO SAY "YES" TO CLIENTS

The Logistics Plus team can now meet the functionality requirements of their existing clients, and take on new clients with confidence that they will be able to meet their needs.



A GROWING CLIENT BASE

Enhanced functionality has helped the team gain new business, and grow their client-base from small startups to larger clients.



COMPANY GROWTH

Logistics Plus has expanded from a small pick and pack operation to a multi-warehouse business which offers not only pick and pack services, but omnichannel fulfillment and assembly capabilities.

REQUEST A DEMO

VeraCore offers order management systems and warehouse management systems in one package with integration with leading shopping carts, shipping carriers, financial systems, and other top industry suppliers.

ABOUT VERACORE

VeraCore Software Solutions, Inc. has been providing order fulfillment and warehouse management software to fulfillment companies, printers, e-retailers, and marketing service providers for over thirty years. Their software solutions are found at the center of thousands of fulfillment programs across a wide range of industries.

To learn more about the VeraCore Fulfillment Solution,
visit www.veracore.com

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