



**CUSTOMER SUCCESS STORY
CONSTRUCTION MANAGEMENT SERVICES**



**ENSURING ON-TIME
CONSTRUCTION SITE
DELIVERIES
THROUGH
CENTRALIZED
LOGISTICS**



CONSTRUCTION MANAGEMENT SERVICES (CMS)

As a key player in Morocco's construction and civil engineering sector, Construction Management Services (CMS) operates as a general contractor for major projects, ranging from luxury hotels and office towers to industrial sites.

The company manages every stage of a construction project: coordinating stakeholders, handling procurement and supply chains, tracking progress, and ensuring that costs and deadlines are strictly met.

To successfully deliver these projects, CMS relies on a vast network of subcontractors and partners. Success hinges on flawless execution: sourcing, transporting, and delivering the right materials to the right place at the exact right time.

The company's core value lies in its ability to orchestrate these flows and coordinate all moving parts to guarantee on-time delivery.

This model operates on a strict just-in-time basis: even the slightest supply delay can leave subcontractor teams stranded on-site and trigger heavy financial penalties.

However, driven by the company's rapid growth, its legacy management approach has gradually hit a ceiling



With more construction sites to manage and a surge in international flows from China, the US, and Europe, this manual oversight has become a major risk.



“CMS has grown, and with that growth, complexity skyrocketed. Our core promise is meeting our deadlines. In the past, without a centralized tool or a dedicated ERP, we were managing critical projects with limited visibility. If the supply chain chokes, the entire site grinds to a halt. We needed a structure capable of supporting our ambitions and securing our contractual milestones.”



Hanane Bouhmadi

Supply Chain Director, CMS

THE BUSINESS NEED: A COLLABORATIVE CONTROL TOWER

To support this expansion, CMS was looking for much more than tracking software, it needed a true execution platform capable of keeping all supply chain stakeholders in sync. The ideal tool had to validate supplier orders, track production milestones, and centralize all compliance documentation before delivery.

The priority was to streamline the flow of information between suppliers, headquarters, freight forwarders, and on-site teams to ensure seamless coordination.

The ultimate goal was to know exactly what was in each shipment and where it was headed, optimizing storage zones by project and ensuring the right materials arrived at the right place, at the right time.

MANUAL PROCESSES FAIL TO KEEP PACE WITH GROWING BUSINESS VOLUME



For a long time, CMS operated without an integrated information system to manage its supply chain. Purchase orders were generated manually and shared via email. Tracking imports and deliveries relied on scattered Excel spreadsheets, with each team member managing their own version of the data.

On the ground, Youssef, Head of Logistics and Shipping, watched his teams wear themselves out over processes that had become far too cumbersome.

After spending five years on construction sites analyzing vulnerabilities, his **conclusion was clear: information asymmetry** was putting the brakes on execution.

“We were managing more and more cargo using outdated tools. We’d spend hours on the phone with freight forwarders and suppliers just trying to find out where an order stood. I was losing an hour every single day just trying to gather and verify data to report back to management. It was no longer sustainable—nobody had the same information at the same time.”



Youssef Bahssi
Head of Expediting & Logistics



THE SOLUTION: AN AGILE, COLLABORATIVE TOOL

To meet this need for synchronization, CMS launched a search for a collaborative tool capable of structuring these exchanges. Winddle was selected for its ability to transform these business processes while seamlessly aligning with the group's IT constraints

01

IT System Implementation and Sustainability: With no ERP in place, CMS needed an instantly operational solution.

Winddle's straightforward setup and flexibility allowed for a rapid deployment, launching with direct Excel order imports into the platform.

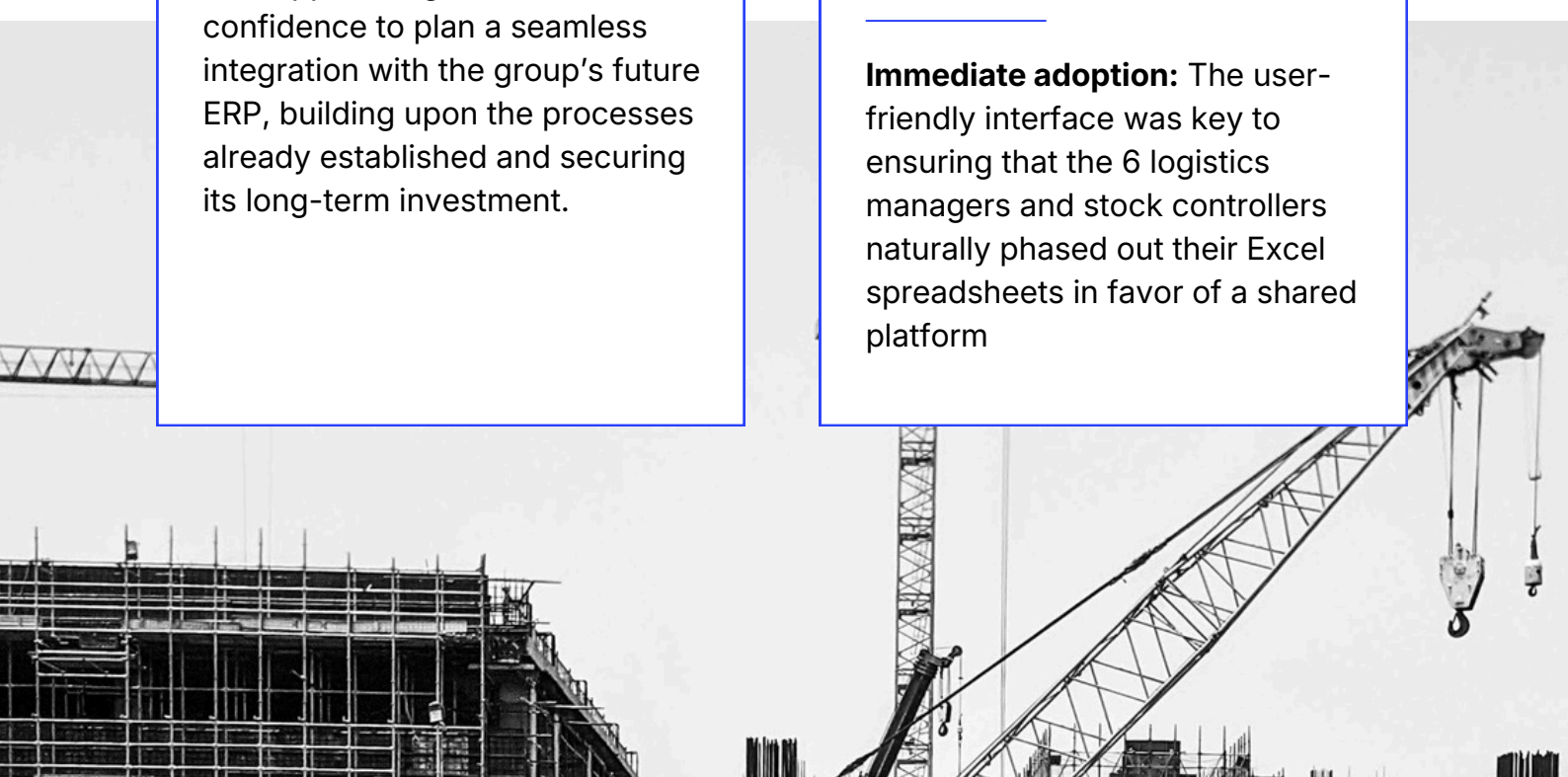
This approach gives CMS the confidence to plan a seamless integration with the group's future ERP, building upon the processes already established and securing its long-term investment.

02

Aligning with existing processes: The tool integrated seamlessly into the teams' workflows, centralizing exchanges with suppliers and freight forwarders without disrupting on-the-ground operations.

03

Immediate adoption: The user-friendly interface was key to ensuring that the 6 logistics managers and stock controllers naturally phased out their Excel spreadsheets in favor of a shared platform



AUTOMATING INFORMATION FLOWS FROM SUPPLIERS TO SITE

With centralized, real-time information sharing across teams and external partners, the productivity gains were immediate:

"Today, what used to take us an hour is done in two minutes. Everything is just two clicks away. For the team, it's a huge weight off their minds. We're no longer hunting for information," Youssef notes.

By onboarding freight forwarders directly onto the platform, CMS has eliminated communication dead time during the most critical phases.

"The other day, a shipment was at risk of getting stuck at customs. In the past, that would have required ten phone calls and days of back-and-forth. This time, I simply left a comment on Winddle: the freight forwarder was alerted instantly, and the issue was resolved that very day. We saved 7 days of delays on a single incident."

DATA-DRIVEN MANAGEMENT AND PERFORMANCE ANALYSIS

For Hanane Bouhmadi and Youssef, the success of this transformation comes down to the seamless alignment between management and operations. Moving away from patchwork, manual management now allows CMS to leverage its data to optimize future projects



"The real strength of the solution is that everyone shares the same information on a single platform. Today, we are using this foundation to analyze performance by project, by product, and by supplier. Logistics is no longer a bottleneck; it has become a lever that allows us to manage and master our growth."



Hanane Bouhmadi

Supply Chain Director, CMS



COLLABORATIVE PLATFORM
FOR AGILE SUPPLY CHAIN MANAGEMENT

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ABOUT WINDDLE

Founded in 2015, Winddle is a collaborative Supply Chain Management platform that streamlines end-to-end product flows. By combining TMS and SRM modules, it centralizes communications, tracks real-time operations, and enables fast, sustainable decision-making. By connecting suppliers, carriers, and internal teams, Winddle ensures complete visibility, coordination, and performance across all supply chain flows.

Trusted by over 8,000 professionals and recognized among the most innovative Supply Chain solutions, Winddle supports companies in the agile and responsible digital transformation of their supply chain.