

Leading beverage manufacturer...

aligns production with distribution to streamline order fulfillment and support just-in-time movement of raw materials and finished goods.

Profile

A large private-label bottled water manufacturer which produces its own bottles and caps, and manages the bottling process through a complex supply chain that supports grocery, club store, convenience store and wholesale customers.

Challenge

With a product as commoditized as bottled water, the manufacturer needed to match its innovative approach to product design and manufacturing processes with an equally strong supply chain to secure its market position. In addition, the company experienced significant challenges managing trailers in the yard and needed to eliminate trailer line-ups, which often extended onto the highway.

Solution

The beverage manufacturer uses Manhattan's Warehouse Management (WMS) and Yard Management (YMS) solutions for finished goods distribution and yard-driven order fulfillment. Outbound activity is initiated as the trailer checks in at the guard station.

The tight integration between WMS and YMS provides visibility of specific zones in the DC where WMS is allocating inventory for orders tied to trailer check-in. YMS can direct the trailer to the dock door closest to these zones, minimizing product movement within the DC. A message is triggered to begin picking for the truck en route to the dock door so finished goods can be staged for loading.

By aligning production with distribution, the company has significantly streamlined order fulfillment. The integrated solution supports just-in-time movements of finished goods from production, all the way to exit from the DC. Better management of trailers in the yard means reduced yard turns and minimized trailer dwell time and detention charges.

