

*“Speed to market is a prerequisite for entry into the game, so Manhattan SCALE was a must-have if we wanted to get past the first hello.”*

Bill Mattoon, Director of Business Development,  
We Pack Logistics



**Headquarters:** Paris, Texas

**Facilities:** Manages up to 12 facilities located throughout Northeast Texas and North Carolina

**Manhattan solutions:** Manhattan SCALE™: Supply Chain Architected for Logistics Execution

## Manhattan bundles quick implementations and warehouse automation for We Pack Logistics

### Contract Packager Assembles Technology Plan to Provide Quality Services

Since 1984, We Pack Logistics has navigated the constant expansion and contraction of the logistics business. Today, it is a successful third-party public warehouse and contract packager with a solid customer base that includes leading food and consumer packaged goods corporations including several Fortune 100 and 500 companies.

We Pack manages anywhere from six to 12 facilities in any given year, including two devoted strictly to packaging for the big-box retail marketplace. The company has grown from two forklift drivers to more than 500 employees to operate the more than 1.5 million square feet of warehouse space located throughout Northeast Texas and North Carolina.

Today, most manufacturers have ongoing mass customization programs specifically targeted to big-box retailers, postponing final product configuration until the last minute. As customers turn to We Pack to handle this late-in-the-game final assembly, the company not only needs ample warehouse space, but also the ability to get new facilities up and running or reconfigured quickly to address these special product needs.

As We Pack continued to expand to meet customers' demands, it recognized the need for a warehouse management system that could grow along with its business.

“Implementing a new warehouse management system, in large part, was driven by the need to support our company’s mission—to provide quality services, at the right time, and at the right price,” said Brooks Radighieri, corporate marketing manager.

### Competitive Pressures Box Up Many in Manufacturing

We Pack, similar to so many other companies tied to the manufacturing industry, was feeling the competitive pressures to contain costs, increase speed, improve accuracy, and remain flexible.

### Challenge:

We Pack was challenged to speed the opening of facilities and automate warehouse operations to address customers' time-sensitive demands

### Solution:

Manhattan SCALE was selected based on its organic billing functions and the ability to enable quick technology implementations with an in-house support team

### Results:

Labor efficiency improvements, increased cycle count accuracy, reduction in training time, quicker pallet-level tracking, real-time access to inventory data and mapping

With the volume of products flowing through We Pack's facilities surpassing 1.5 million cases a month, the company "hit a ceiling" in terms of the manual processes and data entry it was using. According to Jeff Edwards, operations manager, his company needed technology that would move the company into the 21st century and allow it to step out into the rest of the supply chain.

"As a third-party logistics provider, the supply chain starts and stops at your doors, leaving you very little control over a lot of the process," said Edwards. "We needed to redefine the supply chain. We needed a system that would help us attack the competitive issues and give us more real-time interface and visibility into the status of customers' products."

### Billing Functions and Quick Implementation Pack One-Two Punch

We Pack picked its initial list of potential technology vendors using Gartner Group's Magic Quadrant. Following a three-month evaluation process, the company narrowed down the decision to two vendors: Manhattan Associates and a leading productivity software provider.

The two finalists were further measured on:

- Company structure and financials;
- Service and support models;
- Research and development investments;
- An applicable customer base;
- The technical platform and functional capabilities; and
- Implementation methodology.

We Pack ultimately selected Manhattan SCALE™: Supply Chain Architected for Logistics Execution. This solution not only addressed the criteria We Pack set forth in the evaluation, but also offered a built in billing function as well as a quick-turn implementation process that would allow the company to quickly set up Manhattan SCALE warehouses on its own.

### Manhattan Creates a Picture-Perfect Package for Speed-to-Market Needs

It didn't take long before We Pack tapped into SCALE's ability to reduce IT complexity and speed deployments. We Pack elected to bring each facility onto SCALE one at a time. By its third "go live," We Pack was performing SCALE implementations completely in house. In many instances, We Pack can now get warehouses up and running on Manhattan SCALE in two weeks.

“

*In addition to gaining a speed-to-market advantage on the front end, We Pack has reaped major benefits from execution on the backend.*

”

"Speed to market is a key consideration for customers and prospects," said Bill Mattoon, director of business development. "We need to make sure we're playing on the same field as the Fortune 100 companies because if we can't meet their needs and expectations then we don't have a chance to turn them into customers. Speed to market is a prerequisite for entry into the game, so Manhattan SCALE was a must-have if we wanted to get past the first hello."

### Manhattan Creates a Picture-Perfect Package for Speed-to-Market Needs

In addition to gaining a speed-to-market advantage on the front end, We Pack has reaped major benefits from execution on the backend. The company is now able to more efficiently administer processes and people, improve billing accuracy and timeliness, and better manage customers' inventory at a deeper level and in a more timely manner.

We Pack has quickly realized some very tangible returns on investment:

- Thirty percent improvement in labor efficiency within its pick-and-pack operation;
- Increased cycle count accuracy, resulting in \$50,000-a-year savings for extra forklift drivers;
- Training time reduced from weeks to days;
- Three-minute pallet-level tracking;
- Access to inventory data and mapping every 10 minutes; and
- Daily profit-and-loss snapshots for improved executive decision-making.

We Pack currently has six warehouses, representing 1.1 million square feet, on Manhattan SCALE and plans to add others as time, resources and demand permits.

"Cost, speed, accuracy and flexibility all really have to work together because if you can't manage your costs, meet timelines, provide accurate shipments, or have the flexibility to go where customers need you, then as a company you're not competitive in the market," said Mattoon. "Obviously, technology will play a big role in our competitive strategy for the future."

#### Learn more about Manhattan Associates and our solutions:

North and South America +1 877.596.9208 • Europe, the Middle East and Africa +44 (0)1344 318000  
Asia Pacific +61 (0)2 9454 5400 • [www.manh.com](http://www.manh.com)

© 2013 Manhattan Associates, Inc. All rights reserved.