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## CASE STUDY

# Standardizing Warehouse Operations

Atlanta Bonded Warehouse partnered with JDA to implement a customizable warehouse management system (WMS) in order to standardize their operations

### OBJECTIVE

Sought to standardize their warehouse operations and the services they provide, in order to be an all-in-one provider to their supply chain customers.

### SOLUTIONS

- JDA® Warehouse Management
- JDA® Warehouse Labor Management

### REAL RESULTS

- Standardized warehouse operations and services
- Kept up with the growing needs of the industry due to JDA's highly configurable platform
- Improved customers' level of confidence due to the extra functionality within JDA's solutions
- Supported company's rapid growth rate and addressed onboarding needs
- Increased warehouse efficiencies

### The Company

Atlanta Bonded Warehouse Corporation (ABW) has provided public and contract food-grade, temperature-controlled distribution services for over 60 years. ABW has grown to 3.8 million square feet of modern, high cube storage and distribution capacity in 12 facilities across the southeast, while winning awards as a "Best in Class" provider of warehousing, transportation and co-packaging services.

### The Challenge

ABW sought to standardize their warehouse operations and the services they provide, in order to be an all-in-one provider to their supply chain customers. Prior to JDA, ABW was using a paper based legacy system, making this very challenging.

The company recognized the need to implement a highly configurable warehouse management system (WMS) that would offer more functionality than their legacy system. They also wanted to move their customers' products through their supply chains in a much more efficient manner, yet retain the ability to track and trace food lot codes to support food safety requirements. These and other features of a configurable WMS would be needed to meet ABW's requirements

### The Solution

ABW spent approximately 18 months extensively researching and evaluating a new WMS for their warehouse environment. They knew they wanted a certain level of functionality, but were not sure if they wanted to go all the way to Tier 1, simply due to costs. During the evaluation process, ABW realized JDA had many key attributes for which they were searching, particularly that the Client ID was a primary key element on most of the database tables.



“JDA is critical to our business. Obviously, as a third-party warehouse provider, a warehouse management solution is vital to us. Having a vendor that understands our business and has a platform that can be configured to meet the growing needs of the industry is a requirement to handle the demands of our customers. It is very critical for us.”

**Troy Snelson**

General Manager of Public Warehouse Operations  
Atlanta Bonded Warehouse

“Many of the other platforms we researched would tell us, for example, ‘If you have item 123 for two different customers, you must augment the item code to make it unique,’” explained Troy Snelson, General Manager of Public Warehouse Operations at Atlanta Bonded Warehouse. “JDA’s platform didn’t require that, so both customer A and customer B could have item 123 and we could maintain them uniquely in the software. That’s just one critical attribute that we considered, but across multiple solutions and other key features, JDA’s platform clearly rose to the top.”

## The Results

JDA’s solutions have enabled ABW to standardize their services. “Our JDA platform, with its extensive configuration capabilities, allows us to be that individual, unique provider to any one particular customer, while at the same time using industry-standard support to cover the basics that every customer needs in their supply chain,” said Snelson. He went on to say, “JDA’s Warehouse Management System gives us a distinct competitive advantage over other third party logistics providers (3PLs) in our region. The additional functionality within JDA’s platform gives our customers confidence that ABW can provide the services they need.” ABW was also impressed with JDA’s speed-of-delivery and the ability to track and trace lot codes down to the original cases, providing their customers with high confidence in the services ABW provides.

“Speed of delivery is very important to Atlanta Bonded Warehouse,” said Snelson. “Our environment is very dynamic. We onboard a new customer about once every three weeks. Our growth rate has been extremely rapid so the ability to have support from JDA to address needs as we onboard new customers and explore new functionality is very important for us.” Since implementing JDA’s solutions, ABW has recognized increased warehouse efficiencies. “During the first five years of using JDA’s WMS, we realized a variety of benefits,” stated Snelson. “Certainly, the first was improved warehouse efficiency, using directed work to direct the lift-truck operators. Interleaving inbound and outbound tasks to reduce trips with empty forks instantly improved efficiency. Now, we’re starting to capture data to measure individual performance. Those are some of the big benefits we are seeing.”

When asked how critical JDA is to ABW’s business, Snelson replied, “JDA is critical to our business. Obviously, as a third-party warehouse provider, a warehouse management solution is vital to us. Having a vendor that understands our business and has a platform that can be configured to meet the growing needs of the industry is a requirement to handle the demands of our customers. It is very critical for us.”

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