

Customer Use Cases



#1 - WMS Optimization for High Volume E-Commerce Retailer

The Challenge

A leading high volume ecommerce retailer with a highly automated supply chain operation needed to optimize their new JDA WMS implementation while minimizing the need to apply custom modifications. The original vendor proposed a solution that required 25 custom core modifications. The customer needed a more practical and cost effective approach. The customer secured Longbow to provide an initial services engagement focused on assisting with analyzing and securing an outbound process implementation approach. This three week process provided a better understanding of the viable options and promoted a go forward design and solution summary.

The Solution

As a result of Longbow's initial engagement and positive contribution to the proposed final solution, the customer secured Longbow as the implementation partner of choice.

A comprehensive implementation solution summary and design task list identifying hours, allocation of responsibility and budget was developed and agreed to by both parties. The project was comprised of typical implementation activities and known enhancements as identified in our earlier three week validation review. The deliverable was to remove the need for custom code to support ease of future upgrades and reduce overall implementation costs.

The Result

Longbow was able to convert 23 out of the 25 proposed modifications into noncore. This proved to be highly successful as it reduced implementation costs and reduced development time that would otherwise have been stalled. Currently the planned go live is scheduled for May 2014. Our customer continues to appreciate the value of our contribution and strong partnership.

#2 - WMS Upgrade for Power Sports Manufacturer

The Challenge

A leading recreational power equipment customer identified the need to upgrade their 2004 version to 2012. In addition to the upgrade, they formalized a business strategy to implement the upgrade in a new green field expansion site and not initially at their main distribution center. The customer needed to streamline internal processes and take advantage of functionality that was built into the newer version of the software. An accurate implementation plan was critical in synchronizing with all other building related activities to support the go live date of the facility. A strategic and capable implementation partner was essential to their success.

The Solution

The customer engaged Longbow to complete the initial discovery phase and develop the go forward solutions summary. Collectively we found viable solutions and a plan to support the upgrade. We transformed the solution into a detailed plan, budget and project dashboard. Longbow

was selected as the implementation partner to deliver the upgrade solution and to manage the entire WMS implementation, including software engineering, process optimization, customizations, project management, testing, training, go-live and ongoing support. Longbow also managed the integrations with SAP.

The Result

The teams established an efficient working relationship which ultimately enabled the success of the implementation. Longbow helped the customer eliminate 35% of existing modifications, which have streamlined processes and saved the customer a substantial amount of time. Longbow's dedicated team of functional and technical experts delivered on time and within the planned budget. We remained attentive to the changing needs and quickly adapted our approach to meet the challenges. The customer experienced a great go live experience and is currently working with Longbow on the next upgrade site.

#3 - Third Party Logistics Integration

The Challenge

A leading 3PL identified the need to outsource integration for a customer upgrade from 2006 to 2009. The go live timeline was creating a strain within their integration department. Timelines were at risk which would ultimately impact agreed upon go live dates. The scope of work was divided into inbound transactions, outbound transactions and communication link setup.

The Solution

The customer engaged Longbow to complete the discovery phase, development and testing. The system required setup to send flat files to the HUB. There was no change to the triggering mechanisms of any of the transactions from

the standard system. Inbound Transactions included: Item, Supplier Purchase Order, ASN Receipt, Order and Inventory Reconciliation. Outbound transactions included: Inventory Reconciliation, Inventory Receipts, Shipment Confirmation and Order Cancellation.

The Result

Longbow delivered the integration on time and exceeding all quality and testing standards set by the customer. To assist the 3PL with go live and future transactions support, Longbow provided training on the developed transactions. As a result of the training the customer was able to manage go live support on their own.

#4 - Automotive WMS Stabilization

The Challenge

An automotive supply chain customer was experiencing post implementation issues at the main site and was unsuccessful at gaining the required support. The logged issues created enough internal concern and operational disruption to the point that the future implementation sites were placed on hold. The need to stabilize the current site was of the utmost urgency and was a key enabler to allow the other sites to continue with the desired implementation plan.

The Solution

Longbow developed an agreed upon plan, budget and a recovery approach. The customer expected a high level of implementation cost control and as a result we delivered a fixed budget. Our approach included:

- Stabilize the current post WMS implementation issue log
- Provide two weeks of solid system performance and stability at the current site
- Implement sites two and three

The Result

Longbow gained control of the post implementation issues and quickly converted the results into a positive outcome within two weeks. This allowed our customer to quickly move to deploying the remaining sites. The fixed implementation budget was achieved and more importantly the customer was impressed with our ability to deliver. As a result, they further engaged Longbow to provide a tier two support level agreement for ongoing support.

#5 - Third Party Logistics Handover

The Challenge

A 3PL with a new customer implementation required a very short 3 month implementation timeline. There was very little in handover information from the previous 3PL provider, making it very challenging to identify the requirements.

The Solution

Longbow provided the guidance and experience to build the solution necessary to support a successful startup. This was achieved by working closely with the 3PL and the go live customer. We formed a flexible implementation

team that segmented the key deliverables into three main workstreams which were comprised of set and configuration, integration, go live training and support. This allowed us the ability to expedite the delivery of the final solution.

The Result

The transition from the existing 3PL to new 3PL was seamless. Longbow's 3PL experienced proved to be a great asset not only with designing the go live solution but also our ability to provide relevant training and go live support.

#6 - Performance Optimization for Hardware Supplier

The Challenge

A supplier of hardware for many national retailers required a solution to address the multithreading performance of their proposed JDA WMS solution. The implementation was at risk of being placed on hold. JDA engaged Longbow to help provide a viable solution.

The Solution

The key areas of performance concern included order download, pick cancellation and allocation and release. The performance benchmark was set against 40,000 lines.

Longbow worked closely on core code and developed modifications to enhance the performance to the agreed customer acceptance criteria.

The Result

Longbow was able to deliver outstanding performance improvement. Performance improvement results included 70% in order download, 85% in pick cancellation and 48% in allocation and release. This accomplishment removed all performance roadblocks and allowed the project to move to the next stage of task deliverables.

#7 - Automotive WMS Upgrade

The Challenge

As part of an overhaul of its warehouse IT infrastructure, a top automotive manufacturer and distributor was looking to upgrade its JDA WMS, WFM and Hub systems in all six of its warehouses. The company looked to upgrade its systems in order to improve warehouse efficiency, streamline processes, and improve WFM accuracy.

The Solution

Longbow's extensive knowledge of JDA's data manipulation, table structures, and background processes was critical to the success of the project. For each warehouse, Longbow developed a highly complex custom script to capture all transactional data, SKUs, inventory, and warehouse information for migration to all the updated WMS. Longbow upgraded the company's WMS to version 10.2, and

integrated it with the company's host Oracle ERP system. The system was configured for optimum performance and mounted on the same server as the new version of the WFM. The WFM was also upgraded to version 10.2 and configured to achieve 98% accuracy.

The Result

In less than 18 months, Longbow was able to complete six warehouse upgrades. Upon completion, the company was able to leverage new features and functionalities, decrease system maintenance costs, streamline the managerial process, reduce the shipment planning and allocation process time, reduce daily allocation times, improve WFM accuracy by more than 98%, and improve overall warehouse efficiency.

#8 - WMS Optimization for Third Party Logistics Provider

The Challenge

A leading North American third-party logistics provider installed JDA WMS to improve service and help expand its customer base. However, a number of issues were preventing the system from being used to its full potential, including problems with performance, warehouse operations, and integration with the company's transportation management system. The company realized it needed an experienced JDA consultant to resolve the issues and optimize system performance.

The Solution

Longbow approached the optimization process in a multi-phase approach. Longbow analyzed the source of the issues by conducting a comprehensive analysis of the system, finding three main problem areas. Resolving these problems required extensive specialization, system

debugging and close cooperation with third-party service providers. To enhance system performance and functionality, Longbow performed a number of software customizations, including custom DDAs, reports and labels. Application server commands were modified or re-written to reduce slowdowns. Longbow was also able to isolate and fix a series of bugs that were compromising the speed and performance of the system.

The Result

Upon completion of WMS optimization, the system performance has dramatically improved and the company has recorded a number of measurable benefits, including: improved warehouse operations, decreased processing times in various areas, increased number of clients on its WMS, improved shipping speed and accuracy, and greater overall flexibility.

About Longbow Advantage

At Longbow Advantage, our goal is to be your best distribution technology option in the industry. We have worked with some of the largest global companies across industry sectors specializing in warehouse and labor management system implementations and take pride in our work, achieving a 2017 Net Promoter Score of 92. With over fifteen years of experience, there aren't too many distribution problems or system challenges we haven't seen—and solved.

Our Services



WMS Implementation

Flexible environment that delivers exactly what you need: simplicity, agility, and results.



LMS Implementation

Optimize your warehouse efficiency to positively impact your growth, profit, and customer experience.



System Integrations

Integrate your new WMS or LMS to ensure effective communications with your host system and specialized applications.



WMS & LMS Upgrades

We know all the challenges and can deliver a seamless transition from your old system to the new.



Hosting

We provide the highest level of service for full hosting capabilities, for both test and production environments.



Technical Expertise

Solutions are not one size fits all. Technical experts allow you to tailor your application to fit your specific business needs.



WMS & LMS Training

Adoption rates for new technology can make or break your investment. We can train your staff to utilize the full potential of your software.



Project Management

We help you anticipate and avoid complications at each point of your project life cycle.



Consulting Services

With a flexible approach, we gauge your current IT infrastructure and needs, improve your overall business efficiency, and mitigate any potential risks.

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