

Case study: Arcadia Cold Storage & Logistics

Blue Yonder Solution: Warehouse Management, Warehouse Labor Management, Transportation Management



## Arcadia Cold Builds Supply Chain Resilience and Sustainability With AI and ML

### The company

Established in 2021 and headquartered in Atlanta, Georgia, Arcadia Cold Storage & Logistics specializes in providing third-party, temperature-controlled handling, storage, distribution and value-added services to the food industry. The logistics service provider (LSP) aims to establish “The New Age of Cold Chain” by designing and deploying modern facilities and providing innovative solutions to become the most customer-centric cold chain organization in the U.S.

### The business challenge

Arcadia Cold wanted to establish itself quickly as a leader in the competitive world of temperature-controlled logistics. To do so, it had to build state-of-the-art facilities, hire the best employees and deploy the best technology — all from scratch. The company sought trusted partners that understood the challenges of cold chain logistics — and could quickly deliver the advanced technologies required to address those challenges.

### The Blue Yonder solution

With help from Blue Yonder, Snowflake and implementation partner Netlogistik, Arcadia Cold ushered in “The New Age of Cold Chain” running on digital processes and advanced technology across its supply chain. Blue Yonder’s industry-leading solutions in warehouse management, warehouse labor management, and transportation management helped Arcadia Cold gain real-time visibility, improve efficiency, and build resilience and sustainability into its operations from the start. As a result, this cold storage and logistics leader was able to launch five new facilities in just 18 months — and is poised for future growth, with three new warehouses under construction.

- 5 new facilities in 18 months
- Built a digital supply chain with real-time visibility utilizing the Blue Yonder Platform powered by the Snowflake AI Data Cloud
- Improved operational accuracy, efficiency, and resilience
- 9% increase in warehouse labor productivity





## Arcadia Cold: disrupting cold-chain logistics with digital technology

Cold chain storage and transportation are complex activities. However, as a new competitor in this LSP space, Arcadia Cold had an advantage: It could build its operations from the ground up based on leading-edge, scalable, digital technologies and processes that simplify complexities.

“Our business model means we act as an extension of our customers’ supply chains. We wanted to provide our customers with only the best technology, so we chose Blue Yonder to help us run all our operations. It allows us to apply a digital-first and cloud-first strategy, implement one common set of integrated solutions, and adopt proven best practices to improve employee training and ultimately, efficiency,” says Christopher Lafaire, Chief Information Officer, Arcadia Cold.

### ‘ArcadiaOne’ – web portal built on Snowflake AI Data Cloud

Blue Yonder and Netlogistik helped Arcadia deploy the Snowflake AI Data Cloud as its central intelligence hub for its operations. Linking to all Blue Yonder applications and its ERP system this serves as the backbone to the ‘Arcadia One’ web portal. The portal provides real time, comprehensive visibility and complete orchestration of end-to-end operations, whilst facilitating appointment scheduling, billing, and electronic messaging for customers. The portal is built on one database which provides a single source of the truth.

### Advanced AI and ML technology enables real-time visibility and responsiveness

Blue Yonder’s warehouse management, warehouse labor management, and transportation management solutions helped Arcadia Cold launch five new warehouses — in Nevada, Arizona, Texas, Georgia and Pennsylvania — in a record-setting 18 months. The company also gained a competitive edge by providing customers with real-time visibility into their processes, inventory and shipments. The result? Arcadia Cold quickly became a force to reckon with in the U.S. temperature-controlled logistics market, onboarding new customers every day.

Blue Yonder’s solutions help Arcadia Cold maximize the accuracy and efficiency of ongoing processes such as receiving, picking, and scheduling employees, trucks, and other assets. Advanced AI and ML technology alerts Arcadia Cold to disruptions and exceptions in real-time, creating a resilient supply chain that meets cost and service targets even as conditions change. It helps the company weigh complex trade-offs associated with third-party cold-chain logistics to consistently make optimal decisions.

## Warehouse labor productivity boosted by 9%

By deploying Blue Yonder’s Labor Management solution, Arcadia Cold witnessed a 9% increase in labor productivity through optimized task allocation and real-time performance tracking. It also enhanced operational efficiency through streamlined processes and real-time insights. Faster and deeper insights into direct and indirect labor times improved resource management and accelerated operational adjustments to maximize productive work time. Lafaire summarizes this entire deployment as ‘a game-changer!’

### Supply chain optimization supports sustainability efforts

In addition to cost and service outcomes, Arcadia Cold also considers sustainability a key strategic priority. By optimizing routes, reducing energy consumption, and enabling better space utilization, Arcadia Cold can provide industry-leading service levels, control costs, and be a conscientious environmental steward.

“As a new company, we could embed sustainability from the start in our business processes and technology choices. Blue Yonder’s solutions gave us the ability to start digital. We do everything digital — from taking pictures of inbound trucks and showing our customers how we receive their products to how we ship their products. There’s no paper waste. Blue Yonder provides us and our customers with a single view of our data so we can see all their information in one place. Everything is documented in a system for ease of access and waste reduction,” explains Lafaire.

Arcadia Cold is rapidly emerging as a disruptive force in cold chain logistics and plans to continue expanding in strategic locations across North America — and Blue Yonder is proud to be an active partner on its ambitious journey.

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