



Digitalization Helps Rhenus Capitalize on Managed Warehousing Growth

Managed distribution services represent a huge growth opportunity for logistics services providers. Rhenus leverages advanced technology as a key differentiator.

Rising operations costs. Labor shortages. Demand volatility. Omni-channel fulfillment complexity. As manufacturers and retailers confront an increasing array of challenges in warehousing, it's no surprise that they are increasingly relying on logistics service providers (LSPs) for comprehensive management of their distribution operations. Depending on the source, the global outsourced contract logistics market is expected to reach 115 billion € in size as soon as 2027.

To become better strategic partners and help meet this managed services demand, the world's LSPs are optimizing their warehousing operations. At the forefront is Rhenus Warehousing Solutions, a Business Unit of the Rhenus Group. Rhenus Warehousing Solutions operates more than 180 distribution centers in 21 countries, with over 4 million square meters of space.

Up Next: A Global Rollout of Blue Yonder WMS

Following this successful pilot, Rhenus Warehousing Solutions is intensifying its long-standing cooperation with Blue Yonder by gradually implementing Blue Yonder WMS in its 180 warehouses worldwide.

“With Blue Yonder, we are building an IT infrastructure that optimizes our global business processes while ensuring the security and performance of our systems. By harmonizing this infrastructure, we are strengthening cooperation between all our sites and offering our business partners a reliable basis for their core business.” Says Markus Sandbrink, Chief Information Officer of the Rhenus Group.

“With the global expansion of Blue Yonder, we are creating a robust and flexible foundation for the future of our warehouse management. This not only strengthens our competitiveness, but also enables us to respond to the individual needs of our customers worldwide. This partnership marks an important step in further expanding our position in an increasingly global competitive environment and underlines our commitment to accelerating the connection to customer systems and thus optimizing implementation processes,” adds Ronny Sassen, CEO of Rhenus Warehousing Solutions.

Faced with geopolitical conflicts, inflation, a shift to e-commerce and other disruptions, Rhenus Warehousing Solutions recognized that its legacy solutions and processes were not ideal for a dynamic, volatile environment. And its approach to optimization lacked consistency and cohesion.

As an example, the company was running three different warehouse management system (WMS) solutions in its six Poland facilities. To optimize its operations and grow its managed services business, Rhenus Warehousing Solutions decided to modernize its WMS footprint, consolidate data, optimize processes and increase automation by implementing a single, best-in-class solution. Its journey to digitalization began by implementing an advanced WMS in a key warehouse in Swadzim, Poland.

A Successful Pilot Generates Quick Wins

In just six months, Blue Yonder WMS was rolled out for major Rhenus customers in the pilot warehouse, leading to target wins in speed, efficiency, accuracy and customer service. With this initial implementation, Rhenus Warehousing Solutions took the first major step toward achieving end-to-end process standardization and optimization, while significantly reducing the cost of technology ownership.

At the pilot warehouse, Blue Yonder software autonomously manages inventory, processes orders, and efficiently manages labor and other resources. Digitalization has enabled Rhenus team members to increase precision, control and profitability as Blue Yonder optimization engines ingest data and make intelligent recommendations in seconds. And, by integrating Blue Yonder WMS with its existing ERP, TMS and OMS solutions — as well as customers' systems — Rhenus has increased end-to-end visibility, process accuracy and efficiency.



To learn more about how you can optimize your warehouse to quickly and efficiently respond to customer requirements, today and in the future, please visit blueyonder.com/solutions/warehouse-management.