BlueYonder

Silk Logistics Optimizes Warehouse Service Levels and Costs

- Flexible process configuration and customization

- Faster onboarding for new customers

- Improved customer service and retention

Blue Yonder enables process optimization and "The Silk Way":

"We've used Blue Yonder's warehouse management solution to create 'The Silk Way,' which is a unique approach to aligning people, processes and technology to give our customers a customized, memorable experience. Blue Yonder enables process standardization that increases efficiency and productivity — while also supporting process customization for individual customers. Blue Yonder allows us to make any process tweaks quickly, keeping customers happy and costs down."
— **Chief Information Officer**

Silk Logistics Holdings (ASX:SLH) (SLH) is proudly Australian-founded, providing technology-enabled and integrated port-to-door landside logistics to some of the world's biggest names. SLH's customer base includes fast-moving consumer goods companies, retailers, industrial manufacturers, agricultural companies and food manufacturers.

Business challenge:

SLH built its success on delivering outstanding customer service, including customized warehouse processes. But, as the company grew, executives realized they needed to standardize, automate and accelerate many warehouse workflows and tasks. SLH needed to replace its legacy systems with a strong, repeatable and consistent warehouse management solution to increase operational efficiency, deliver personalization at a lower cost, improve overall customer satisfaction and retention, and drive revenue growth.

The Blue Yonder solution:

Growth in 3PL warehousing means delivering outstanding service to existing customers, while also continuously and seamlessly taking on new customers. Blue Yonder's warehouse management system is purpose-built to achieve both goals. The Blue Yonder solution optimizes daily processes, while also enabling SLH to bring on new customers quickly via scalable deployment templates. SLH leverages extended third-party billing capabilities from Blue Yonder to simplify and automate the complex task of warehouse invoicing.
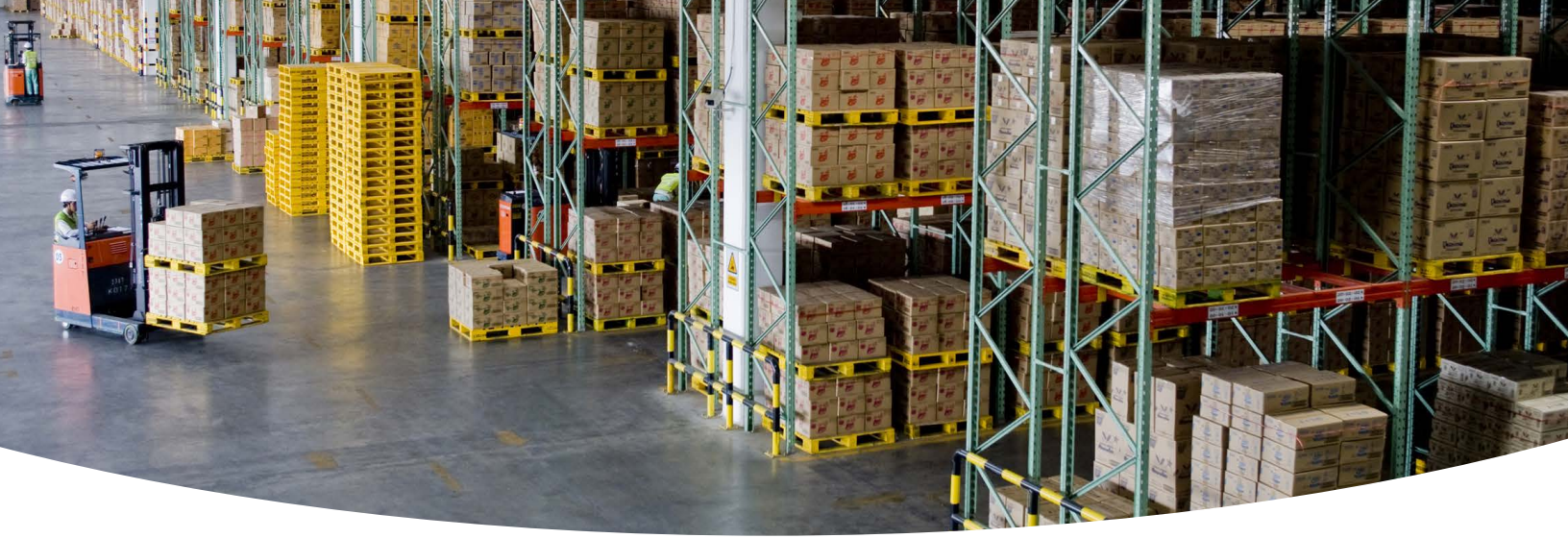
Accelerating the customer onboarding experience:

"Our new customers can choose any warehousing provider, so our goal is to deliver an experience where they never want to leave. That means streamlining the onboarding process to minimize operational change, effort and costs. Thanks to Blue Yonder, today we can get a customer set up on our system in less than 24 hours, depending on the complexity of the solution required. That sort of flexibility is key for winning new business, as well as retaining customers."

Streamlining the process of third-party billing:

"Blue Yonder's warehouse management solution, combined with its extended third-party billing capabilities, allow SLH to do more with less. The invoicing system used to be manual, with a team in place consolidating and sending out invoices to customers on a weekly basis. It took days or even weeks to finalize the numbers. Using Blue Yonder's fully integrated solutions, every week up to 500,000 billing transactions get processed and converted to invoice lines within three days. Now that the invoicing process is fully automated, invoices go out to customers much faster, which in turn means Silk gets paid faster and faces far fewer billing disputes."

Solution benefits:

- Blue Yonder's warehouse management solution enables SLH to quickly adapt to change. The company can continuously optimize tasks, define priorities and reconfigure workflows to meet each customer's cost and service expectations, even as they evolve.

- Blue Yonder warehouse management allows SLH to standardize its operational processes, while also providing a personalized experience and custom services. The solution enables SLH to put customer needs first and improve the overall customer experience, while still working efficiently and cost-effectively.

- Intuitive and user-friendly, Blue Yonder warehouse management is a flexible solution that makes it easy for SLH to onboard new warehousing customers in less than 24 hours.

Blue Yonder's expertise:

"When we're out there talking to customers about Blue Yonder, it's really well-known in the market. The connection between Blue Yonder and the Gartner Magic Quadrant reports for WMS helps us sell at the end of the day. It gives our customers confidence and comfort that the technology we're using is worldclass and leading-edge. Blue Yonder differentiates us from our competitors." — **Chief Information Officer**

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