

▶ Saddle Creek Corporation

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► consistent results against key performance indicators.

Business Issues

Saddle Creek Corporation, a major U.S. third-party logistics (3PL) provider, was facing numerous competitive bid opportunities where IT capability was a top differentiator. Saddle Creek needed a warehouse management solution (WMS) that was rich in functionality, quick to implement and cost effective. The solution needed to come from a vendor with a proven track record in WMS and a commitment to continually developing new functionality.

To help the company meet its near-term competitive needs and support long-term growth plans, Saddle Creek implemented SSA Warehouse Management from SSA Global.

The Company

Saddle Creek is a privately held third-party logistics (3PL) company specializing in contract and public warehousing, transportation and contract packaging. Founded in 1966, Saddle Creek has grown from a company serving the warehousing and distribution needs of the grocery industry in Central Florida to become a leading U.S. 3PL company providing a full array of warehousing, transportation and integrated logistics services to grocery, retail support, beverage, alcohol, tobacco and manufacturing companies nationwide.

With 1,400 employees, the company is headquartered in Lakeland, FL, and has a network of major distribution centers concentrated in the southeast U.S.

What's Critical

Most of Saddle Creek's business is won based on successful competitive bids. Therefore, it's critical that the company operate an extremely efficient warehouse management solution to keep its costs

company	Saddle Creek Corporation
solution	SSA Supply Chain Management
product	SSA Warehouse Management 4000
platform	HP
database	SQL Server
operating system	Microsoft Windows
employees	1,400
industry	Third-Party Logistics
country	USA

down and provide the industry-leading functionality that customers view as a competitive differentiator.

“Our customers drive our business totally,” explains Woody Blaylock, vice president, information services, Saddle Creek Corporation. “In order for us to get chosen to run another company's warehouse function, we have to offer a fully-integrated, high performance, high functionality solution as our core product offering.

“Our customers are under tremendous pressure to deliver their products at the right time and place and in good condition,” Blaylock adds. “So it's only natural that they expect the same high levels of service from us that their customers expect of them.”

In addition to rich functionality and quality service, price drives a lot of Saddle Creek's customers. “There is a lot of pressure on price in the marketplace today,” he continues. “This makes it imperative for Saddle Creek to have extremely efficient warehouse operations that are supported by a vendor who can help us get better every day at our core business functions of receiving, picking, shipping and allocation of product.”

Reinforcing the critical role that IT plays in Saddle Creek's business success, Blaylock explains, “Our customers tell us that IT capability is one of the top three criteria for deciding to do business with us.”

Finding the Right Solution

“We chose SSA WMS because the solution offered the functionality in receiving, picking, put away and shipping that best met our customer-driven challenges,” Blaylock says, adding that it also offers extra features that help the company tip the scales in its favor when competing for new business. “SSA WMS includes features that give our customers real-time, web-based access to their warehouse operations so they can stay on top of their business performance.”

SSA WMS also offers capabilities that can enable Saddle Creek to keep its internal operations running efficiently and cost effectively. “SSA WMS provides us standardization techniques and process controls that are very rich and offer us long-term growth potential,” Blaylock says, noting that with SSA WMS Saddle Creek has been able to implement the same operating environment at all of the warehouses it manages for better manpower utilization.”

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► rich standardization techniques and process controls.

Implementing Fast

Saddle Creek has established a proven record of implementing SSA WMS quickly at all new customer locations. “The rich functionality, combined with our own installation expertise enables us to meet very tight timelines imposed on us by customers,” Blaylock says. “We now have the capability to start up a new warehouse very quickly with no disruption to our customers’ operations.”

“We’ve been growing at a high rate for several years and quick implementation plays an important role in helping us maintain this growth,” Blaylock says.

Making it Pay

“The functionality, flexibility and responsiveness of SSA WMS has proven time and time again to be a selling point with our customers and helped us win new business,” Blaylock says, adding that SSA Global’s credibility as a major player in ERP and other enterprise solutions also plays a role in helping Saddle Creek win new business.

And there are many attributes of the solution that help Saddle Creek serve its customers after they win the business. “With SSA WMS, we get consistent performance against our customer’s key performance indicators (KPIs),” he says. “In many of our contracts there are penalties for not meeting KPIs. For this reason, we’re very focused on making sure that our accuracy rate is as close to 100% as we can make it. SSA WMS plays a major role in helping us meet this objective.”

The solution has enabled Saddle Creek to better serve its customers by providing them with web access to real-time warehouse information. “SSA WMS has enabled us to move our data to a real-time environment, enabling our customers to sign onto our web site and check their inventory levels, shipping status and receipts,” Blaylock continues. “They can see when we pick, when we ship, what we’ve done in the past and, to some extent, the actions we’ll take in the future. It’s a real strong feature that our customers say gives them significant business advantage.”

The ease with which SSA WMS can be integrated into the IT infrastructure of Saddle Creek and its customers also provides significant advantage. “Our customers have many different ERP systems and, with SSA WMS, we’ve been able to tightly integrate with our customers on the front end and outward to their customers,” he says.

As a growth-oriented company in a highly competitive industry, Saddle Creek places a lot of focus on continually improving its efficiency and adapting to its customers’ requirements. “Demands from our customers change almost daily,” Blaylock says. “The SSA WMS functionality is rich and deep enough that we can satisfy our customers’ changing demands by using the software in new ways.”

Forward Faster™ — Into the Future

Saddle Creek is confident that the strength of its current relationship with SSA Global will continue into the future. “SSA Global has been a good partner and we’re counting on growing the relationship. We will continue working collaboratively with SSA Global to sell our capabilities and the value of SSA WMS to new customers,” Blaylock says.

“We think SSA Global is adding the right components to its product offerings and we’re looking forward to working with the company to sustain the high growth rates we’ve achieved in recent years,” Blaylock concludes.

About SSA Global

SSA Global (NASDAQ: SSAG) is a leading provider of enterprise business software for mid-sized and large organizations, primarily in select manufacturing, consumer and services industries. The company’s software solutions include enterprise resource planning, financial management, human capital management, corporate performance management, customer relationship management, product lifecycle management, supply chain management and supplier relationship management. Headquartered in Chicago, SSA Global has over 50 locations worldwide and its product offerings are used by customers in over 90 countries. For additional information, visit the SSA Global web site at www.ssaglobal.com



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