

# Geneva Supply

---

## Overview

Founded in 2009, [Geneva Supply](#) is a third party logistics provider. Based in Wisconsin, the company operates out of a single warehouse.

Geneva's primary business model is focused on wholesale distribution to online companies and online order fulfillment. The company partners with both large and small companies like GE Appliance parts and ML Kishigo that are looking to sell their goods via online channels like Amazon.com. Geneva has mastered the art of working with companies like Amazon, understanding what needs to happen from a packing, labeling, marketing, etc. standpoint. For the wholesale distribution business, Geneva purchases products from these partners, owns them and sells them to Amazon, who in turn stocks the items in its own warehouses and sells the products directly to the consumer.

In addition to its wholesale distribution business, Geneva Supply is also a paint manufacturer. In fact, the company is the largest paint manufacturer selling on Amazon. While the company has the paint made by another organization, Geneva actually mixes the paint in its warehouse to fulfill drop-ship orders placed on Amazon.com. Geneva uses RWMS.net to manage that part of its business as well. So if you were to go on Amazon today and order "sunshine yellow," Geneva Supply would be the vendor that would mix that paint and they would send the order directly to your home.

## Solution

Geneva has been a Robocom customer since it was founded. Today, the company is using Robocom's Warehouse Management System, RWMS.net along with the Enterprise Resource Planning system, Next Generation. Geneva has over 100,000 items set up in the two systems, and ships an average of 300 orders with an average of 1,000 line items on those orders daily.

Geneva sells primarily to Amazon.com as well as to leaders like HomeDepot.com, BedBathandBeyond.com, LampsPlus.com, HSN.com, Wayfair.com, Groupon.com and more. The warehouse looks more like a grocery store than a typical warehouse in the sense that employees can easily pick goods from each level. Because they are picking items rather than pallets, there is no need for a forklift or tall racks; they essentially use shopping carts. The company has a number of employees constantly picking, using wireless terminals and bar code scanners to track the inventory every step of the way through the process. RWMS.net tracks the goods from the time they receive, re-label them and put them onto the shelves to the time they pick them and ship them to Amazon.

The wholesale distribution side of the house is set up like a typical warehouse with big racks full of pallets of product. Geneva will buy pallets of product that it will then resell to Amazon. The company is also using RWMS.net to manage that side of the business.

From a financial perspective, all of the information is integrated with the Next Generation system. The company also uses Next Generation for purchasing, invoicing, accounting and customer service.

## Results

Geneva has only been using RWMS.net for two months, but Mark Becker, Founder and COO at Geneva Supply says they are already seeing great results. “We set a goal for ourselves to receive anything at our dock within 24 hours. And I am amazed that in just three weeks after we went live we were already reaching that goal. We still have a lot of benchmarks we want to hit, but it is pretty evident that we have the right tool. It is just a matter of making a few changes here and there.”

Becker has a weekly meeting with the warehouse management team and he says: “within two months of going fully live with the new system they say we are already packing and shipping product much faster than we were in the old system, which to me is pretty amazing. I thought there’d be an eight-month curve. For there to be a two-month curve was a big but pleasant surprise.”

The company originally chose RWMS.net because it could handle both the wholesale distribution and the fulfillment side of the business. Becker says the move has been a smart one. “By doing this, we definitely set ourselves up for growth, and the ability to make more money in our current model, because now we will be more efficient; we will be faster.”

Moving to RWMS.net is leveling the playing field for Geneva Supply, enabling them to compete with billion-dollar companies like YOW for Amazon.com’s business. “These companies are using expensive, high-tech, automated systems. With RWMS.net we can compete without having to buy a million-dollar solution.”

Becker says RWMS.net has also given the company complete visibility, not only into its inventory but into productivity as well. “We can now actually see how much time we’re spending picking one of our programs. And the system also enables us to establish picking rule to prioritize orders to be picked, which enables us to better serve our customers. With RWMS we can be as flexible as we need to be – able to literally change on a dime of what our priority is at the warehouse.”

## **Future**

In the future, Becker says they plan to use the EDI functionality within RWMS, which he believes will save the company significant cost. Geneva is also doing a fair amount of labeling manually. But the plan is to integrate the system they use with RWMS to automate that process.

## **Experience with Robocom**

Becker says Robocom has been very hands on with them, always available if they have questions. He particularly notes how helpful the Robocom team have been in helping to get them to the successful point they are today. He says he definitely feels like Robocom has been committed to ensuring their long-term success.