CASE STUDY: Atkins Nutritionals Inc.

Atkins Nutritionals, Inc. Streamlines Operations, Boosts Productivity and Reduces Costs with the SaaS-based R-WMS.net Solution

KEEPING PACE WITH DOUBLE-DIGIT BUSINESS GROWTH

A leader in the $2.4 billion weight control nutrition category, Atkins Nutritionals, Inc. offers a powerful lifetime approach to weight loss and management. The company manufactures and sells a variety of frozen meals, nutrition bars and shakes both online at atkins.com and in 30,000 locations throughout the U.S. and across the globe.

As is the case with many successful businesses, rapid growth often leads to new challenges. As Atkins continued to realize impressive double-digit growth over the past few years, its existing home-grown warehouse management system could no longer keep pace with the needs of the organization. Jose Osuna, Demand Planning Manager at Atkins Nutritionals, Inc. explains: "All of our product distribution is run out of one central warehouse located in Indianapolis. That is a lot of inventory and people to manage and track. We needed a more robust system to support our growth and to simplify processes, like adding new customers, creating custom shipping labels and adding new product configurations. We also wanted greater visibility at the management level to maximize employee productivity and ensure our operations are aligned with the company's strategic goals and benchmarks."

In its search for a new system, Atkins was looking for a robust and easy-to-use system with the flexibility and agility to adapt to the company's changing needs— quickly and cost effectively. And while the company has no immediate plans to add another warehouse, Osuna says Atkins wanted an application that could easily scale and expand with the business if and when the time came.

"We evaluated a number of vendors. We wanted a state-of-the-art system from a market-leading vendor, but we also wanted to work with a company that

SOLUTION SNAPSHOT

BUSINESS CHALLENGE

With consistent double-digit business growth, Atkins's management was looking to significantly improve real-time visibility to analyze warehouse production and boost employee productivity to meet timely corporate and financial goals.

ROBOCOM SOLUTION

Robocom's R-WMS.net is a user friendly, powerful and flexible WMS designed to work using internet technologies. Loaded with rich and configurable functionality based on industry best practices it can be deployed on premises or as a Software as a Service (SaaS).

WHY ROBOCOM

R-WMS.net provided the state-of-the-art performance and functionality in a SaaS model. Robocom was committed to developing a true partnership with Atkins, offering direct access to Robocom's responsive, industry-leading experts.

RESULTS

R-WMS.net has easily kept pace with Atkins's year-over-year business growth; sales have continued to go up while cost-per-case has gone down; employee productivity levels have increased; and the SaaS model has reduced software/hardware, support and personnel costs.

would make us a priority," explains Osuna. "Robocom satisfied all of our needs. R-WMS.net offered the performance and functionality we required—far more features and greater flexibility than our existing system. We chose the SaaS model because it would reduce our internal software, hardware and IT support costs. And the fit of the relationship was ideal. We knew we would have direct access to the Robocom team and that they would be highly responsive to our needs."

Since 2011, Atkins has been using the SaaS version of the Robocom Warehouse Management System, R-WMS.net—a user friendly, powerful and flexible Warehouse Management System (WMS). R-WMS.net is loaded with rich and configurable functionality based on industry best practices. R-WMS.net has been built as an innovative Software Solution that can be deployed traditionally in an on premises approach or as a Software as a Service (SaaS). And the product is modular, allowing customers to invest in what they currently need and expand later if necessary.

Atkins is using a number of the solution's features, including for Receiving, Putaway, Inventory Tracking, Cycle Counting, Picking, Shipping, and Productivity Tracking. The company is also using R-WMS.net's Email Alerts and Dashboards with Dynamic Real-time key performance indicators. Completing the implementation in just three months, Atkins' Robocom solution was up and running on time and on budget.

REAL-TIME VISIBILITY IMPROVES AGILITY AND INCREASES PRODUCTIVITY

Since implementing Robocom, the company has realized vast improvements on a number of levels. "With our previous warehouse management system, we had very little insight across our operations," explains Osuna. "But now, with R-WMS.net, we can quickly and easily access the information we need: for example, we can check inventory levels or see inventory adjustments. There is a dashboard page that tells us how many case picks we have, how many pallet picks are coming up, how many orders we have in the queue, and how many orders are still waiting to be processed. To have 100% visibility into every aspect of our operation enables us to be a far more flexible and agile business."

With R-WMS.net, Atkins has gained real-time visibility into employee productivity with advanced Key Performance Indicator (KPI) tracking and a flexible, user-defined dashboard. "The team working in the warehouse doesn't necessarily have the same insight to required month-end goals as we have at the corporate office. But with R-WMS.net, we know at any given point what's in the queue, how many employees we have working or scheduled, and what their output levels are. So we can push for better productivity if we see that our team members could potentially

fall short of meeting end-of-month or end-of-quarter goals. This insight serves as a control point, a check and balance, between corporate goals and productivity at the warehouse, ensuring we are all on the same page," says Osuna.

Atkins is also realizing productivity and cost benefits when it comes to creating shipping labels. "This was one of the primary motivations for choosing a new solution, "explains Osuna. "Our previous system required costly custom development. But with R-WMS.net, we can now quickly and easily create and maintain our customer compliant shipping labels in house, reducing both the time and costs associated with the process."

Osuna says there are a number of additional features he appreciates about R-WMS.net, including:

> The flexibility to quickly set up new customers
> Mobile printers enable printing on the fly
> Order processing time is greatly decreased
> Ability to communicate with multiple customer systems using EDI
> Meeting customer compliance requirements in both EDI and labeling
> Complete inventory control with RF capabilities
> Real-time alerts received within the application or by email

SAAS REDUCES COSTS AND HEADACHES

Atkins is reaping a number of benefits from using a SaaS solution. "Our IT department loves the SaaS model because they don't have to spend their capital on servers, backups, software upgrades and hardware upgrades," explains Osuna. "That significantly reduces our costs in terms of hardware/software, support and personnel. And it saves the IT group from having to deal with all of the inevitable challenges that go along with supporting an on-premise IT system." Osuna says RMS.net and the SaaS model will also make it much easier if the company chooses to expand with additional warehouses in the future.

IMPACTING ATKINS' BOTTOM LINE

Atkins has realized benefits from R-WMS.net where it matters the most—the bottom line. "On average, we have grown about 15% per year, and the system has had no problems keeping pace with that rapid growth. We can clearly see the increase in productivity because our sales are going up while our cost-per-case is going down. Our processing times have obviously decreased, because our employees are keeping up with the increase in volume. With our old system, there's no way we would have been able to realize these gains."

"On average, we have grown about 15% per year, and the [R-WMS.net] system has had no problems keeping pace with that rapid growth."

— Jose Osuna
Demand Planning Manager
Atkins Nutritionals, Inc.

Atkins is very satisfied both with R-WMS.net and with its relationship with Robocom. "Having a collaborative and close relationship was a key requirement when we were looking for a new vendor. We have certainly found that with Robocom," says Osuna. "They are very responsive to our needs and truly engage with us as a partner, not just a vendor. I would certainly recommend Robocom and R-WMS.net to another company looking for a similar solution."

ABOUT ROBOCOM SYSTEMS INTERNATIONAL

Robocom Systems International has focused for over 30 years on developing and implementing Supply Chain Execution software solutions. Robocom's solutions include Warehouse Management, Transportation Management, Voice Technology and Labor Management. An Enterprise Transportation System and Enterprise Resource Planning System round out the Supply Chain Execution offering. Our investment in research and development is keenly focused on the needs of the business leaders responsible for the day-to-day results in warehousing, distribution, transportation and trucking operations. For more information visit www.robocom.com