



Cross Docks and ISIS WMS deliver the goods

Melbourne AUSTRALIA August 2010. - In early 2008, after a period of rapid growth and expansion Cross Docks Australia's Managing Director, Shan Manickam decided it was time to invest in a new and exciting Warehouse Management System (WMS). Operating out of multiple sites Cross Docks Australia (CDA) caters to a niche market of clients that don't want the hassle or cost of running their own warehouse or who have outgrown a do-it-yourself approach, preferring to invest their time in expanding and improving their own business instead.

In order to deliver to what Mr Manickam describes as a 'multi-user, multi-client, multi-site' 3PL pick and pack operation Cross Docks required a WMS that could be housed on one server, with the flexibility to allow clients' maximum visibility of their stock order status and inventory. Complete transparency was particularly important for clients that had previously had a very hands-on approach to managing their stock.

In May 2008 CDA took control of a new multi-user facility in Laverton, Victoria, which housed one of their key clients 'Giordano', a well-known retailer with over 50 stores around Australia. CDA's protocol was to receive inventory from Giordano's offshore facilities and control the pick and pack process that ensured stores received refill orders as quickly as possible. It was an ideal opportunity to implement the Microlistics 3PL multi-site/multi-client warehouse system.

By integrating ISIS with Giordano's business system, orders could be transferred directly to ISIS and allocated to CDA picking staff via the radio frequency (RF) hand held scanners. This streamlined communication enormously between the two businesses and increased productivity time by reducing manual data entry, eliminating paper based picking slips and decreasing chance for error that comes from data being handled through several systems and people. In addition it provided the client with real-time visibility of all order transactions and inventory status at the touch of a button.

The strategy has enabled growth to both clients and CDA who can now offer streamlined interface to most business systems available. Clients now have more time to spend in their business whilst still having an eagle eye view on their inventory thanks to the transparency that remote access ISIS enables to clients. CDA can now offer prospective clients cutting edge technology and absolute transparency of their stock putting to rest one of the key concerns many clients have when considering outsourced logistics; visibility. Cross Docks Australia have now implemented ISIS into all four of its warehouses across Melbourne Australia.

Mr Manickam said the decision to implement Microlistics 3PL WMS came after detailed analysis of both Australian and international competitors. In the end robustness and flexibility won out, as CDA needed a system that could handle an unlimited number of clients and transactions. The flexible configurations allowed ISIS to deal with any combination of warehouse processes including cross docking, flow through to retailers and suppliers to retail. "As the business has grown, ISIS has

grown with us allowing us to increase the number of clients, facilities and operational users," says Mr Manickam. "ISIS has provided CDA and our clients with greater visibility of all warehouse transactions, increasing our clients supply chain capability and in most cases at a reduced direct cost. They no longer have the headaches of trying to grow and manage this part of the business at the same time".

Cross Docks Australia's vision is simple; to provide exceptional and highly tailored logistics services to our clients, in order to help them focus on core competencies, reduce costs and improve time to market. With Microlistics ISIS WMS we have improved our ability to deliver these core promises to our clients, offering even more professional, proficient and precise services.

About Crossdocks www.crossdocks.com.au

About Microlistics www.microlistics.com.au