About RoadEx America

RoadEx America is an integrated logistics provider with core competencies in harbor drayage, warehousing, air shipments and California LTL/FTL. Specialists in textile logistics, retail logistics and oil & gas logistics, RoadEx America has optimal locations just minutes away from the Los Angeles/Long Beach and Oakland Ports and has a fleet of port certified trucks to transport ocean containers. In addition, its services have been expanded to all major ports in the United States via a network to ensure inbound service coverage.

A provider of specialized warehouse services, RoadEx America has passed the stringent tests and inspections by both the U.S. Customs and Border Protection and the Transportation Security Administration of the U.S Department of Homeland Security to be qualified as a Container Freight Station (CFS), Certified Cargo Screening Facility (CCSF) and Independent Cargo Screening Facility (ICSF). As part of its service offerings, RoadEx America can provide bonded transportation anywhere in North America and can handle consolidation for air freight and container consolidation for ocean containers.

With five warehouse locations in California and a network of partners across North America, RoadEx is capable of handling a wide variety of inventory as well as transportation and logistics needs. In business for over 15 years, RoadEx America provides both short and long term storage backed by leading edge technology.

The Challenge
Warehouse Management Software Requirements

In trying to expand their growing operation, RoadEx America recognized that utilizing more advanced technology could help to optimize operational efficiency and handle the more complex warehousing requirements needed by prospective and current clients.
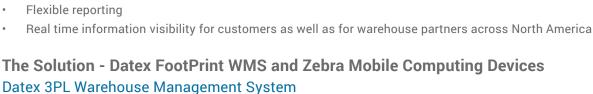
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The Challenge- continued

"These days, prospective clients who are looking for a 3PL warehouse all want a warehouse management system. We needed to upgrade our technology to keep pace with our competitors and win new business" explained Roadex America CEO Johnny Kwan.

Here are some of the key features needed by RoadEx America in a warehouse management system:

- 3PL billing
- Labor tracking
- Order fulfillment
- Serialization
- RF capable
- Flexible reporting
- Real time information visibility for customers as well as for warehouse partners across North America

The Solution - Datex FootPrint WMS and Zebra Mobile Computing Devices
Datex 3PL Warehouse Management System

3PL Billing
At the time of the software implementation, RoadEx America used QuickBooks for its accounting needs. By integrating Datex FootPrint WMS with QuickBooks, the accounting staff no longer has to re-enter every invoice into QuickBooks for processing. This process improvement reduces errors and the time it takes to resolve them and results in a faster, seamless accounting operation.

In order to maximize profitability, the Datex 3PL Billing system was implemented. This has enabled RoadEx America to customize billing for each client and to more effectively bill to accounts for product in the warehouse. By implementing automated data collection methods using Zebra mobile computers, RoadEx America can now capture and bill for all value added services.

Flexible Reporting
Using the Datex 3PL WMS reporting system has enabled the company to be able to produce customized reports for its clients as well as to track key aspects of its daily business including labor, inventory, orders and much more. Once reports have been created, they can be subscribed to and sent automatically via email, eliminating the need for additional customer service labor hours.

"Having the Datex WMS eliminates manual reporting and phone time. It saves us the time it takes to get reports out to customers. By having all that information customizable at the customers' fingertips it is a huge savings for us" said Kwan.

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The Solution- continued

Workflow-Enabled Processes

Using Datex workflow, operational processes have been customized, streamlined and automated for maximum efficiency. By implementing a workflow-based system, RoadEx America is now able to operate with greater flexibility to meet the individual needs of each of its customers, no matter the requirements or processes. Customer needs can be met much more readily as processes can be adapted at a fraction of the time and cost of source code changes to other warehouse management systems.

RF, Automated Data Collection Methods and Zebra Mobile Computing Devices

At the time the WMS solution was implemented, the warehouses were not set up with WiFi coverage. Site surveys were conducted and RF networks were established to provide the needed coverage for use with the handheld devices.

In selecting mobile computing devices, RoadEx America considered functionality and cost. The MC9190 device was selected for its array of features, ease of use and high value in warehouse operations.

An advancement on the popular MC9090, the Zebra MC9190 includes a Marvell PXA320 @ 806 MHz processor for faster processing. This helps to enhance application performance and user productivity, resulting in a savings of minutes or even hours each week. The Zebra MC9190 includes a major increase in memory to improve application processing speed, eliminating the need to swap programs in and out of memory during a transaction. With a leading edge mobile operating system, the MC9190 enables businesses to benefit from the latest feature set including increased security, interoperability and flexibility. Data capture options have been expanded on this mobile computing device and it is certified for use in government applications. In addition, the MC9190 mobile computer features a hardened touchscreen with improved resistance to wear and tear. The device has a swappable operating system (between CE and Windows Mobile) and includes the latest in Bluetooth technology for faster wireless connection to more device types over a more secure connection.

"Why did we select Zebra products? They are the standard for the supply chain and logistics industry. We found Zebra technology to be the most reasonably priced and the most advanced for what we needed them to do for our operation" explained Kwan. "It just made sense."

Datex Case Study- RoadEx America

The Results
Increased Profitability, Improved Ability to Win New Clients and Company Growth

Utilizing automated data collection methods enabled the RoadEx America workforce to better focus on correcting inefficiencies rather than on compiling data.

By utilizing the Datex supply chain software with Zebra mobile computers, RoadEx America was able to recognize the following benefits:

- Less time is now spent searching for inventory
- The picking process has been optimized to save time and labor
- Time intensive activities have been identified and streamlined to improve efficiency
- Greater information visibility is available regarding task management, enabling more effective, productive use of labor and other resources
- The company can more fully realize revenue from 3PL services, including value added services
- More efficient cycle counting process has improved inventory accuracy
- The company has been able to streamline operations and reduce ongoing costs
- Replenishment tasks are set up automatically by the WMS to help ensure the appropriate inventory levels in designated Pick & Pack locations, saving time and labor
- Batch picking and Order processing have been optimized via waves to process outbound orders resulting in time and labor reduction

"Using the new Datex WMS and Zebra technology has reduced the number of hands touching inventory and reduces the number of people following up on a task. In short, you are reducing workforce and also eliminating the possibilities of failure" explained Johnny Kwan.

By selecting Datex as its total technology provider, RoadEx America was able to simplify the implementation process. "The Datex end-to-end solution resulted in time savings. It is always better and easier to have less vendors involved because it makes the implementation process cleaner and easier to manage. Any time you have less people involved, you have a cost savings" explained Kwan.

Recap:
RoadEx America was eager to utilize technology to improve operational efficiency, win new business and scale its operations. Using a combination of a Microsoft-based WMS, automated data collection methods, Zebra mobile computing devices and wireless networks, RoadEx now has been able to continue to grow the company strategically and more profitably.

For more information on RoadEx, visit them on the web at:
www.roadexamerica.com

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