

## WDLS: The Heart Of A Growing Logistics Operation

### Client

ODW Logistics is an asset-based 3rd Party Logistics and transportation provider with locations in Ohio, Illinois, Wisconsin and California. Providing distribution, fulfillment, import logistics and automotive support services, 700 dedicated employees exceed the expectations of customers in locally-owned and managed companies to international Fortune 500 organizations. ODW Logistics serves the unique needs of diverse industries including apparel, electronics, food, medical devices and retail.

### Square Footage

In excess of three million.

### Products

- Codeworks Warehouse and Distribution Logistics System (WDLS)
- T. L. Ashford labelling software
- Varsity Shipsoft
- TMW Systems
- fSymphony
- Hytek Conveyor Systems

### Overview

On a daily basis, ODW Logistics provides value to their clients by being responsive, reliable and consistently delivering what they promise. Two central components of ODW's logistics services are "print and apply labelling" and the warehouse management system from Codeworks.

### The Challenge

The existing Pick, Pack, and Ship processes in place at ODW easily met ongoing order volumes for a longstanding client. However, the client also wanted additional processing capacity for heavy weekday order volumes, promotional campaigns and the Holiday season.

Increasing throughput can require a number of new components, also increasing costs. Understandably, leveraging as many existing components as possible is a wise choice when they have the capacity for the additional volume. The pricing structure of the warehouse management components must also be considered. When transaction volumes spike, do costs follow suit?

For ODW, several new components would need to be added to their existing infrastructure. First, when an online order was received, a barcode "license plate" label would have to be automatically generated. The label would improve order accuracy by listing the customer, product,

box type and shipping method. Second, order accuracy would need to be checked at a "Weigh-in-Motion" scale, where the carton's license plate would be scanned to verify content weight. Third, an outbound automated conveyor system would increase efficiency and provide improved customer service levels. Fourth, if everything was correct, parcel manifesting software would need to print a shipping label and the carton would need to be sorted by parcel carrier. If the weight and barcode did not match, the carton would need to be sent to a diverter for inspection.

Automatic generation of a shipping label would eliminate the inefficiencies of writing labels by hand. Moreover, order checking would no longer be subject to human error, saving time



*“WDLS has acted as a catalyst in improving our business. We have a powerful, stable, and supported system that has enabled us to streamline and enhance our order fulfillment process. Codeworks behaves like a partner rather than a vendor, and that attitude makes a world of difference.”*

*Brian Wagner,  
Director of  
Domestic Operations*

## About Us

Since 1995, Codeworks has helped Third-Party Logistics providers grow their logistics business and exceed diverse customer expectations. More than just a software provider, we are a 3PL business solutions specialist, offering business consultation, comprehensive software solutions, seamless integration, training and ongoing support to clients nationwide. Every day, our solutions process tens of thousands of orders, ship many tons of freight and manage millions of square feet of warehouse space.

We also make it easy for our current and future customers to keep up-to-date on industry news, trends and tips with our quarterly e-newsletters, delivered right to your Inbox. Timely and concise, it's just what you'd expect from a true business partner.

Codeworks offers web-based demonstrations of our products from the comfort of your office. We welcome the opportunity to discuss how we can help optimize your operation, substantially improve your competitive advantage and deliver the capability to win new business.

www.ctcodeworks.com  
6388 Fiesta Drive  
Columbus, OH 43235

as well. Finally, the solution needed to be implemented without any interruption to the current order process.

## The Solution

ODW Logistics became a premier provider of logistics services by carefully selecting long-term partners who could support their growth plans. Codeworks has been one of those partners for years, providing a proven warehouse and distribution logistics system named "WDLS" and the logistics business consulting expertise that ODW requires. Codeworks products are designed for extreme scalability and transaction volume with bulletproof reliability. A sensible pricing structure completes the value proposition.

Codeworks was able to help ODW support their client's needs in a number of ways. First, our flagship warehouse management system "WDLS" provided the online interface to accept orders and produce the "license plate" barcode labels. Second, WDLS provided a seamless interface when the "Weigh-In-Motion" scale verified the carton weight. Third, WDLS provided seamless interfaces to the automated conveyor system and the parcel manifesting software. To complete the order, WDLS automatically generated the shipping labels.

Although the capabilities of the warehouse management system increased substantially, the WMS costs did not. Codeworks provides server-based pricing, allowing 3PLs to run many facilities with lightning-quick response times for the investment in a single license. Moreover,

the server capacity supported the future growth at ODW. Codeworks products are a wise investment, both now and into the future.

## The Results

Codeworks helped ODW's customer reach a fulfillment rate of 5,000 orders per day, increasing throughput by 100%. From a management perspective, order accuracy and throughput monitoring have improved as well. Process and productivity improvements were achieved through WDLS as well. The inherent performance tracking capabilities allowed ODW to monitor and evolve the responsibilities assigned to each team member's role.

Finally, the process has proven to be more cost-efficient as fewer individuals are needed to ship a larger amount of orders. ODW continually looks to improve upon the system, transitioning other warehouse customers to the process.

*"With the capabilities of WDLS, our operation has seen significant growth in customers' confidence in servicing their needs. WDLS been a key driver to reducing labor cost, improving our accuracy and reducing the order cycle time."*

**Frank Gilbert,**  
Operations Manager

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Picked up

**x** *HAPPY Customer*

**CODEWORKS, LLC**

DELIVERING THE CAPABILITY TO WIN NEW BUSINESS

Contact Us  
614-389-0692  
info@ctcodeworks.com