

Case Study: Warehouse Management Fritz - HP



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Eli Rajuan, V.P. Logistics, Fritz

About Fritz

Fritz is a dynamic and innovative company with over 20 years of experience in advanced logistics, supply chain management, international and tradeshow freight forwarding, and management of diverse unique projects. The company is known as an Israeli and worldwide pioneer in providing advanced logistics solutions.

Fritz is a strategic partner in the FedEx Trade Networks, which extends the reach of its global services and enables it to offer unmatched logistical solutions for its customers worldwide.

After renewing its supply chain management services agreement with HP Israel, Fritz has opted to implement the Warehouse Management System, WarehouseExpert™, from Made4net. In the first phase of implementation WarehouseExpert™ has helped Fritz offer superior warehouse and inventory management services to HP. The second phase of implementation took place when Fritz relocated its logistics services to a new and modern site.

The Challenge

Fritz began managing the logistics operations of HP in Israel without a dedicated warehouse management system to handle inventory. Picklists were printed, inbound orders and shipments were manually entered into the ERP and other systems, and warehouse locations and inventory management were not optimized.

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In the first phase of management optimization and operational process improvement of the Fritz supply chain, the system was deployed at the existing facility at the time. In the second phase, following relocation of the Fritz logistics operations to a new warehouse, in addition to managing the warehouse operations of the new center, WarehouseExpert™ was required to support new services. The new requirements reflect the complex receiving processes made necessary by the quality assurance procedures that HP vendors must observe and by value added processes carried out by Fritz, such as assembly and labeling. Furthermore, there was a requirement to operate and fulfill inbound orders of varying delivery service levels according to the nature of HP clients.



The Solution

The solution included implementation of WarehouseExpert™, a comprehensive warehouse management system, from receiving through optimized putaway, enhanced picking, replenishment, counting, resource utilization, and value added services. Additionally, further customization was required to meet growing demands by Fritz and integration with MFG, the ERP system used by HP.



Made4net Benefits

Following the initial implementation of WarehouseExpert™, Fritz improved its business processes and real-time warehouse control, enhanced its productivity, and eliminated shipment mistakes. All these improvements led to cost savings in the supply chain.

With the second phase implementation at the new site, space utilization was maximized and additional dramatic improvement in productivity was achieved, enabling Fritz to preserve the same level of activity with reduced human resources and costs and with improved service, including the provision of accurate reports to HP.

The new system allows Fritz to obtain accurate labor management data and to calculate the productivity of each warehouse worker. Visibility of the data to the entire Fritz staff attests to the commitment of the company to adopt advanced solutions in order to meet the tightest deadlines and to provide high levels of service, helping its customers achieve their business goals on time and as smoothly and securely as possible.

Some of the most significant results of the successful implementation of the system are an increase of 25% or more in productivity with high quality execution, and order fulfillment of above 99%.



Made4net develops comprehensive and innovative software solutions to enable superior collaborative supply chain execution. Our mission is to help distributors and 3PLs leverage their logistics and supply chain operations by providing them an edge cutting IT solution with our **SCExpert™** platform.



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