

CASE STUDY

Verst Logistics

Who is Verst Logistics?

Verst Logistics is a third party logistics company with warehousing, transportation and contract packaging services in 18 locations across four states. Recently, Verst celebrated their 50th anniversary, and since founder Bill Verst started the company, Verst has expanded into a wide range of industries including automotive, wine and spirits, personal care, and food and beverage.

The Challenge:

When Verst first entered the contract packaging space, they tried to manage their operations using a warehouse management system (WMS) and eventually moved on to develop their own contract packaging solution. Trying to run their contract packaging operation using a WMS and subsequently an in-house solution presented many challenges, including:

- Lacking control over critical contract packaging functions, such as invoicing, inventory management, and labor tracking
- Lacking business insights about bottlenecks and areas of inefficiencies in their operation
- Heavy reliance on time-consuming manual paper processes which resulted in data entry errors and limited their ability to maintain accurate records

Verst LOGISTICS

Overview

COMPANY

Verst Logistics is a third party logistics company with warehousing, transportation and contract packaging services.

INDUSTRIES SERVED

- Automotive
- Wine and spirits
- Personal care
- Health & beverage

CHALLENGES

- No real-time visibility into production
- Time-consuming manual paper processes
- Sharing KPIs with customers

RESULTS

- Real-time transparency into operations
- Eliminated 75% of paperwork
- Providing customers with real-time data & analytics

The Need:

As contract packaging was one of the fastest growing divisions of Verst, they knew they needed a system designed for contract packaging that could scale with the business. Verst decided to partner with Nulogy and implement PackManager, the only solution dedicated to managing contract packaging processes.

The Results:

Nulogy's PackManager helped Verst improve their contract packaging operations:

- By providing invoicing, inventory management, labor tracking and reporting functionality
- Providing the real-time data and transparency necessary to be successful
- Eliminating 75% of their paperwork
- Increasing production efficiency

Continuing to Improve:

Although PackManager provided Verst with the functionality they needed, Verst was still relying on multiple systems to run their contract packaging operations. As a result of using a variety of systems, many tasks were still very time consuming. Striving to improve, Verst Logistics was looking for a better way to:

- Seamlessly communicate and share real-time data analytics with their major Consumer Packaged Goods (CPG) customers
- Reduce the time spent by their customer service and accounting teams preparing information and reports for customers
- Start tracking and sharing with their customers Key Performance Indicators (KPIs) such as OTIF rates, invoice/shipment accuracy and quality metrics



"The strategic role of the Packaging division is very important in Verst Group because we are a key driver of overall revenue for the company. We offer our contract packaging services but we also bundle those with transportation and warehousing, so in a sense, when Packaging wins, the rest of the divisions win, and ultimately Verst Group wins, so it's important for us to be very successful and Nulogy will help us get there."

WILL SCHRETZMAN,
VP OF PACKAGING, VERST LOGISTICS

The Solution:

In order to build stronger relationships with their customers, improve customer service and decrease the amount of time their accounting and customer service department spends preparing reports, Verst Logistics decided to integrate PackManager with their accounting software as well as with one of their major customer's ERP system. Verst Logistics expects this will help them:

- Reduce the time spent by their accounting and customer service team preparing information and reports by 25%
- Bring on new business without having to add more internal resources or capacity
- Increase the accuracy of their information
- Provide their CPG customers with the real-time data analytics and KPIs

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www.nulogy.com | info@nulogy.com | 1-888-685-6491