



## Saddle Creek Logistics Services

Delivered a cloud-based, feature-rich, multi-tenant OMS that gives Saddle Creek visibility to all of its clients in a single snapshot





## BACKGROUND

Saddle Creek Logistics Services (Saddle Creek), established in 1966, is a privately held, asset-based third-party logistics provider providing supply chain solutions including omnichannel fulfillment, warehousing and transportation. Saddle Creek has over 19 million square feet of warehouse space across 45 locations, with 3,300+ employees. Saddle Creek integrates with a variety of client systems and also utilizes systems such as MercuryGate, Softeon, TruckMate and Infor. The company's ability to deliver competitive and dependable distribution services to its customers has led to the success of Saddle Creek.

Saddle Creek's track record for outstanding customer service and operational excellence has resulted in over 52 years of continuous growth. Its growth has been fueled by obtaining new customers as well as expansion to multiple locations with its existing customer base.

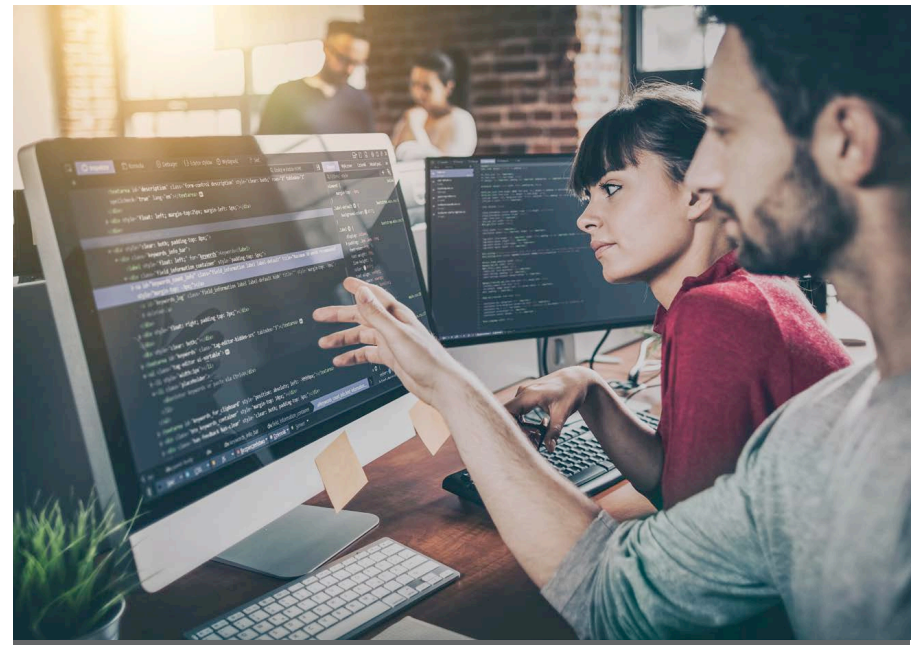
As with most industries, Saddle Creek customers desire more from their suppliers. Saddle Creek recognizes that world class software platforms are imperative in creating a competitive advantage within the 3PL industry space. Because of this, Saddle Creek was looking for a strategic partner to provide transformational software for use in its services in support of current and future customers.

## THE CHALLENGE

Saddle Creek has moved rapidly into the third-party fulfillment business. While most of Saddle Creek's history has been traditional, "pallet in, pallet out" warehouse and transportation, Saddle Creek is targeting fulfillment and

omni-channel retail as its growth business sector. The responsibility of order management fell on the warehouse management system for most of its clients. For clients that have more extensive order management needs, Saddle Creek had provided order management through a Software as a Service (SaaS) solution. As Saddle Creek grew, it was important that it had a solution that can integrate into other systems and be part of the Saddle Creek suite of offerings.

Saddle Creek wanted an order management system (OMS) that would work with a varying group of clients. Saddle Creek's clients range from those who ship hundreds of orders per month to those who ship millions of orders per month.



Saddle Creek's clients require total data visibility and control. Because of this, Saddle Creek needed a comprehensive OMS that would allow its clients to manage multiple sales channels and distribution points. The flexibility to set business rules, but also override them when needed, was also important to Saddle Creek clients.

Saddle Creek believed that a robust, feature-rich OMS should be at the heart of a successful omni-channel strategy. As a 3PL, Saddle Creek has some unique OMS requirements that some retailers do not have. These requirements include but are not limited to:

- Portal Access, where a Saddle Creek client can view all key metrics of its business, as well as detailed information about its customers' orders
- A Robust Reporting and Business Intelligence capability, so a Saddle Creek client can see trends at an aggregate level
- Visibility restrictions by client – Client A should not see any information that does not pertain to Client A

Omni-channel retail is a strategic growth area for the company. Saddle Creek also needed an OMS application that would enable the organization to:

- Grow its omni-channel business by a double digit percentage – by providing a high availability, scalable technology platform
- Effectively service customers from order creation through order fulfillment to the point of transportation – to include customer returns processing when applicable
- Allow for a call center to manage customers' orders
- Minimize cost of resources in the operations
- Provide new capabilities that Saddle Creek has been previously unable to offer clients
- Provide high self-service capability to the operations staff and hence reduce the current reliance on Saddle Creek

- Increase order visibility from start to finish
- Strengthen the relationship between SCLS and its customers by providing seamless service and business intelligence

## THE SOLUTION

Saddle Creek selected enVista to provide an out-of-the-box multi-tenant enterprise OMS. Saddle Creek developers have worked closely, and continue to do so, with enVista to enhance the product to benefit not just Saddle Creek but Saddle Creek's future clients as well. The enVista platform allows Saddle Creek's clients to establish set business rules but also override them when needed. This allows Saddle Creek's clients to complete fulfillment based on inventory and customer segmentation rules, so Saddle Creek's clients' customers receive their products no matter where they are ordered or purchased.

Saddle Creek now has visibility to all clients that are using the OMS in a single snapshot. It is a true multi-tenant solution where Saddle Creek can deploy many different clients within the same environment and segment those clients to enable customer-specific, unique business rules and visibility to only their own customers' orders and shipments. This also enables the ability for rapid deployment visibility of future clients of Saddle Creek.

## THE RESULTS

enVista's OMS is now connected to 14 different systems between Saddle Creek and its customers' application stacks, with around 80 different integration points. This is enabled through the native Integration Platform as a Service (IPaaS) layer within enVista's OMS. This also enables a more rapid deployment for future customers.

Beyond improved transactional visibility, the solution has allowed Saddle Creek clients to focus on their businesses and not manage order fulfillment through manual processes. The result is high quality and more efficiency for Saddle Creek and other clients.

The OMS is now live across 11 different customers for Saddle Creek and routing up to 95,000 orders per month. Those orders are being sourced from one of four locations within the DC network, spanning from San Diego to Lexington, KY.

*"The two-year partnership with enVista has been wonderful. We've been able to offer so many more technology initiatives for our clients. Thanks to enVista, we've been able to expand our offerings, provide a better service to our clients and really show them what a best in class third party logistics and fulfillment company can offer."*

Steve Congro

*Director of Omni-Channel Fulfillment Technology, Saddle Creek*



**Let's have a conversation.**<sup>TM</sup>  
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