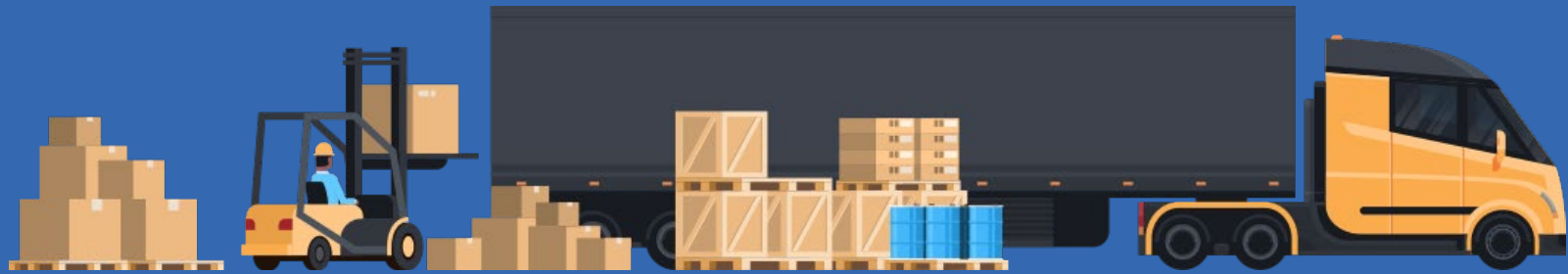


The Logiwa Guide to

Ecommerce Warehouse Management Systems



What is a Warehouse Management System?

The Basics

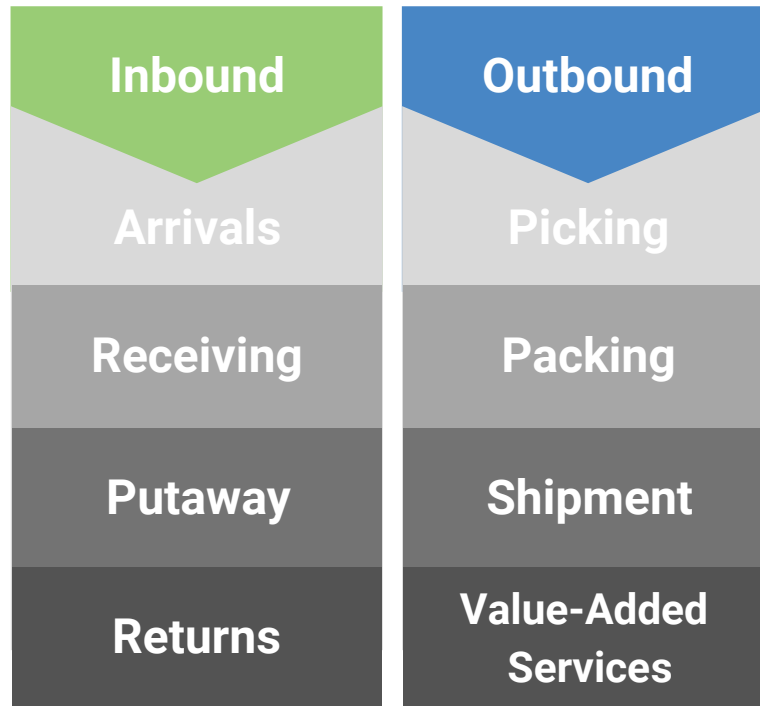
A warehouse management system (WMS) is a software application, designed to support and optimize warehouse functionality and distribution center management.

WMS solutions give warehouse managers a central location to manage tasks like inventory tracking while providing them with the information necessary to control the movement of warehouse materials efficiently.

The best ecommerce WMS manage the whole order fulfillment process from the customer clicking the “buy” button all the way through to delivery.

The Primary Functions of a WMS

At a minimum, an ecommerce WMS performs the following set of Inbound and Outbound operations:



The Challenges Facing Ecommerce Warehouse

Ecommerce Warehouse Challenges

Single Item Orders

A B2B warehouse ships products directly to another business – mostly in higher quantities and in bulk.

An ecommerce (B2C) warehouse fulfills a higher number of individual orders and smaller quantities within each order. In fact, 30-50% of ecommerce orders are single-item orders.

Therefore, an ecommerce warehouse should have efficient and streamlined order picking and packing processes.

Integrating with a WMS will allow warehouse managers to create effective processes for handling single item orders.

Ecommerce Warehouse Challenges

Scalability and Temporary Workers

The fluctuations in e-commerce demand may require a seasonal or temporary workforce. This means providing additional WMS licenses, equipment, and training for the seasonal workers.

An e-commerce WMS should be cloud-based so it can support all types of devices, including smartphones and tablets so that temporary workers are able to use their own devices if required.

It should also be able to create temporary users so that workers can be added and removed from the system as needed.

Ecommerce Warehouse Challenges

Managing Multiple Sales Channels

One of the most challenging aspects of ecommerce is managing inventory across multiple sales channels. Inventory accuracy is the backbone of your supply chain.

Implementing an ecommerce WMS allows you to integrate all your online sales channels so that your inventory levels update automatically in real-time.

Backorders

Consumer demand fluctuates daily. As a result, e-commerce warehouses face unpredictable backorders. Automatic allocation and packing of backorders during the receiving process is crucial.

What are the Benefits of Using an Ecommerce Warehouse Management System?

The Main Benefits of Using an Ecommerce WMS

Up to 100% Accuracy

Inaccurate inventory, incorrect orders, and other accuracy-related issues incur high costs to your supply chain.

For example, shipping an incorrect order to a customer will not only cost you extra but will also create a negative experience for your customer.

A WMS ensures that you maintain a high level of accuracy across all parts of your supply chain.



In Focus: Barcode Systems

An e-commerce WMS uses various technologies to achieve inventory accuracy. The most common and affordable technology is barcode technologies.

By scanning a product barcode and location barcode, a WMS ensures the right product is picked from or put away to the right location.

The Main Benefits of Using an Ecommerce WMS

Up to 50% Productivity Increase

Seamless processes play a key role in fulfillment productivity. A WMS accomplishes this by helping your warehouse labor complete their tasks more efficiently in the following ways:

1) Finding The Right Product

There are thousands of different SKUs in an e-commerce warehouse. It is very difficult for a worker to find the right product quickly without technological support. A WMS will guide your pickers to the exact location.

2) Walking Distance

In an e-commerce warehouse, a picker walks approximately 7 miles on average in a day. Most of this effort is caused by the multiple trips to pick a single order. By using batch picking and optimized routes, a WMS can reduce walking distance by more than 30%.

3) Handling Backorders

The average backorder percentage is 15% in an e-commerce warehouse. A WMS easily identifies the backorders during receiving and allocates products to backorders. This way your products are transferred directly to packing stations without putaway.

4) Planning

Because of fluctuations in demand, workforce planning is a time-consuming activity in an e-commerce warehouse. A WMS is capable of planning the next shift's workload and resource requirements.

The Main Benefits of Using an Ecommerce WMS

Traceability

Ecommerce businesses have multiple sales channels and offer a variety of delivery options for their customers. As such, their inventory and order information must be synchronized in real-time.

A WMS allows you to achieve real-time visibility of your inventory and orders by tracking each step of your supply chain in real-time.

Same or Next Day Delivery

Improved accuracy, productivity, and traceability means that you have the operational efficiency required to offer same or next-day delivery.

On top of that, the best ecommerce WMS will allow you to compare shipping rates to get the most competitive pricing.



"Accuracy, productivity and traceability are the basic needs of your supply chain, much like how food and shelter are basic needs for human beings."

What KPIs Does a WMS Help You Track?

Ecommerce KPIs and Metrics

Cycle Time

Cycle time represents the average duration between 2 packed units coming out of the packing stations consecutively. The lower your cycle time, the faster your fulfillment operations. An ecommerce WMS can help reduce your cycle time.

Cost Per Item

This KPI represents the average logistics cost to ship an individual item from the warehouse. While cycle time represents the operational speed, cost per item represents operational productivity. For example, achieving a low cycle time with a high cost per item is not desirable.

Ecommerce KPIs and Metrics

Accuracy

Accuracy is the KPI that represents your operational quality. The desired accuracy is 100% which means:

- * **All deliveries are on time**
- * **All deliveries are accurate**

The ideal e-commerce logistics operation is the balance of cycle time, cost and accuracy.



"The ideal ecommerce logistics operation balances cycle time, cost and accuracy."

Meet Logiwa's Ecommerce Warehouse Management System



Warehouse Management for Ecommerce

Sell more and save time with Logiwa's new age B2C order fulfillment software.

What Logiwa Can Do For Your Ecommerce Business



**Connect Your Sales
Channels**



**Run Your Business
From Anywhere**



**Accurate & Centralized
Inventory**



**Save Time With
Automation**



**Same or Next Day
Delivery**



Reduce Human Errors

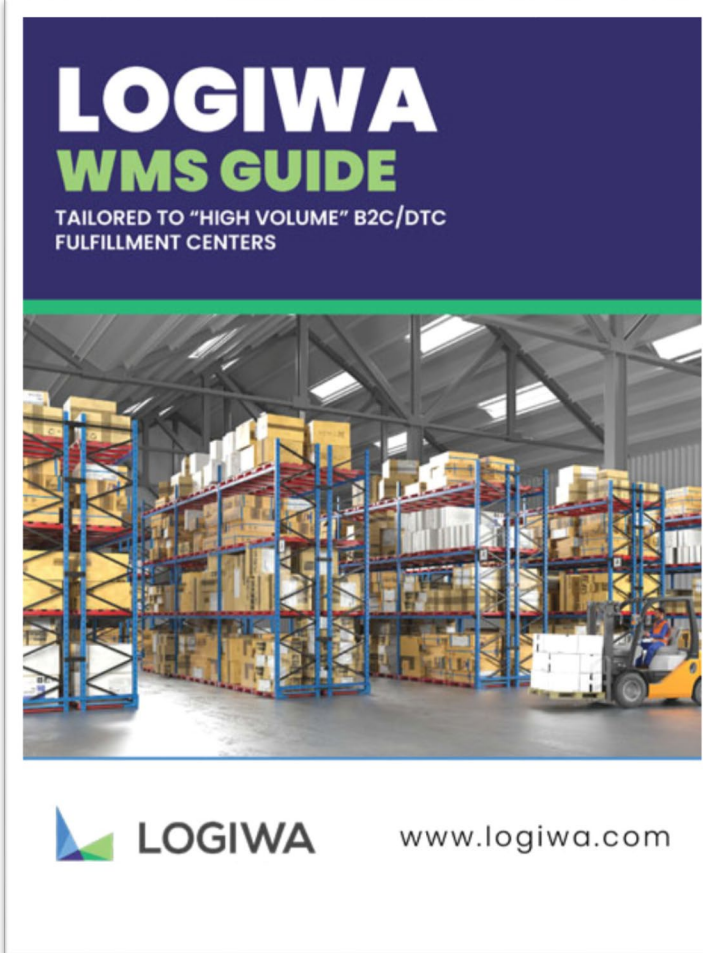
Learn How Logiwa Helps Ecommerce Businesses Sell More

Logiwa ensures accurate and real-time warehouse management across all your sales channels and warehouses. Our new age B2C fulfillment software provides detailed reporting so that you can:

- Predict spikes in customer demand
- Avoid out-of-stock situations
- Avoid overstock situations
- ... and much more.

Learn more about our full capabilities for ecommerce by downloading our whitepaper.

[Download Now](#)

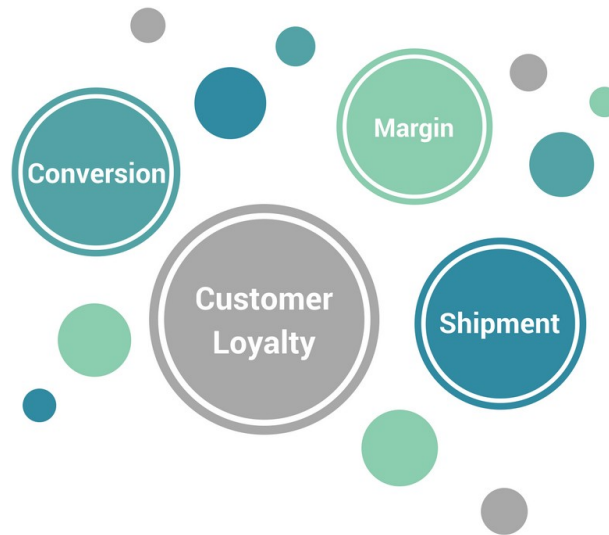


The image shows the cover of a whitepaper titled "LOGIWA WMS GUIDE". The title is in large, bold, white and green letters against a dark blue background. Below the title, it says "TAILORED TO 'HIGH VOLUME' B2C/DTC FULFILLMENT CENTERS" in smaller white text. The central part of the cover features a photograph of a large warehouse with high ceilings, industrial shelving units filled with yellow boxes, and a yellow forklift in the foreground. At the bottom of the cover, the Logiwa logo (a stylized 'L' made of blue and green triangles) is on the left, followed by the word "LOGIWA" in bold black letters, and the website "www.logiwa.com" on the right.

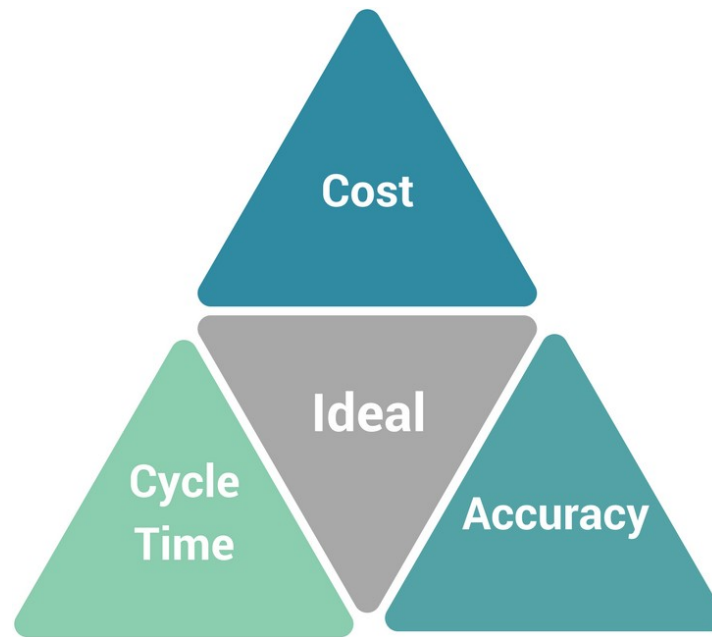
The Bottom Line

Bottom Line: WMS = Higher Profit Margins

The bottom line is that a WMS helps you increase your margins by increasing productivity and lowering costs in your supply chain while increasing customer retention and loyalty.



Logiwa customers get up to 100% inventory accuracy and double their shipments thanks to increased efficiency. Our software also offers integrations with ecommerce, shipping, account platforms and more.



"The WMS should show how fast our supply chain is running real-time just like the speedometer of our car."

Logiwa

Logiwa is the industry-leading cloud-based order fulfillment, warehouse and inventory management software that has served retail, e-commerce, wholesale, and 3PL businesses worldwide for over a decade.

Website

www.logiwa.com

Contact

sales@logiwa.com

Schedule a Demo

www.logiwa.com/demo

