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Dino Moler, Vice President of Sales and Marketing
LeSaint Logistics



Manhattan SCALE transforms business for LeSaint Logistics

MANHATTAN SOLUTION ENABLES 3PL TO COMPETE WITH THE LARGER PROVIDERS

LeSaint Logistics began as a regional transportation company but has evolved into a 3PL with fifteen facilities stretching from southern California to northeastern Pennsylvania. Those locations provide 2.8 million square feet of space to chemical, retail, beverage, pharmaceutical and industrial customers. The company is growing in double digits annually (nearly five times faster than similar sized companies), adding up to 200,000 square feet of space each year. It also continues to offer Transportation Management Services (TMS) and asset-light solutions through a regional Midwest fleet as well as its Final Mile Division, LeSaint Delivery Services (LDS), which focuses on retail customers.

THE SOLUTION’S SCALABILITY AND FLEXIBILITY HANDLES ALL OF LESAINT’S REQUIREMENTS

LeSaint had been relying on a homegrown solution that was no longer able to accommodate the company’s continued growth. Its list of 150 customers includes a much larger number of specific requirements for each company’s inbound protocol, quality control, retail compliance and everything in between, according to Dino Moler, LeSaint’s vice president of sales and marketing. “We needed a solution that was easy to implement, easy to configure and quick to launch into the marketplace. That’s exactly what we got with Manhattan,” he said.

The company installed Manhattan SCALE: Supply Chain Architected for Logistics Execution in 2004 after a particularly convincing hands-on demonstration. Moler recounts that everyone was impressed with the solution’s ease of use when a member of the LeSaint staff was able to intuitively set up the actual parameters for servicing one of its customers. “That was critical because it showed that employees could be up and running quickly without having to learn complicated terminology or an intimidating interface,” Moler explained. He added that Manhattan’s experience integrating with LeSaint’s accounting application along with Manhattan SCALE’s flexibility and Top 100 Retailer Compliance feature were other elements that influenced the company’s decision.



Headquarters: Elgin, IL

Warehouses: 15 (2.3 million square feet under roof, 500,000 exterior storage)

Manhattan solution:
Manhattan SCALE™:
Supply Chain Architected for Logistics Execution

Challenge:

LeSaint’s existing solution did not provide adequate flexibility or scalability.

Goal:

Implement a solution to accommodate ongoing company growth and complex customer requirements.

Solution:

Manhattan SCALE improved internal documentation and reporting, streamlined operations, as well as increased transparency and customer visibility.

Result:

LeSaint has been able to leverage Manhattan technology to compete successfully against much larger 3PL operations.

MANHATTAN TECHNOLOGY ENHANCES LESAIN'T'S COMPETITIVE EDGE

The decision to invest in Manhattan is part of LeSaint's philosophy of leveraging technology to enhance its position in the marketplace. This strategy has paid off on two different fronts since launching the solution.

First, Moler indicated that being able to highlight Manhattan SCALE as part of its infrastructure has become an effective sales tool. He said that prospective customers are impressed both by Manhattan's reputation and by the capabilities LeSaint is able to offer by leveraging the robust Manhattan SCALE platform.

Second, he said, "Our reliance on Manhattan has transformed us from where we were before. The strength of the platform enables us to compete with the larger providers and still give our customers the 'big fish in the small pond' touch." To illustrate, he pointed out that LeSaint routinely successfully competes for business with companies that are seven to eight times larger.

MANHATTAN SCALE PROVIDES A WIDE RANGE OF COST SAVINGS AND OPERATIONAL BENEFITS

In addition to aiding its sales efforts, Manhattan's solution has provided LeSaint with a wide variety of cost savings and operational benefits, such as:

- Space management has been improved by 5%
- Turnaround time (dock to stock and stock to ship) has been reduced 25% for RF operations and 5% for non-RF operations
- Improved efficiencies have created labor savings of up to 9.5% for some customers
- Replacing unit labeling with pallet labeling has reduced expenses by approximately \$150,000 for several larger customers
- Customized report capabilities and metrics have reduced the time needed to meet specific customer requirements
- Customized pick and pack slips save up to 20 hours/month
- Ability to interface with customer order systems eliminates manual order entry, resulting in an aggregate savings of 10 hours/day for multiple customers

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Manhattan SCALE has also greatly increased the transparency of LeSaint's operations. Real-time information is accessible through a web portal, giving customers what Moler called "confidence and trust in an unstable market environment." Because they are able to print their own reports and track their own shipments, customers have much less need for direct contact with LeSaint customer service, resulting in time savings of two hours per day for that department.

A PARTNERSHIP FOR THE FUTURE

LeSaint plans to continue targeting training and technology as a means to maintain its current success. In addition to ongoing upgrades to Manhattan SCALE, Moler said plans call for more comprehensive implementation of billing and labor management. He believes that relying on the efficiencies and other operational improvements made possible by Manhattan SCALE, LeSaint will not only grow and solidify its national standing, but will continue to serve some of the most satisfied customers in the 3PL industry.