

# Geneva Supply

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## Overview

Founded in 2009, [Geneva Supply](#) is a third party logistics provider. Based in Wisconsin, the company operates out of a single warehouse.

Geneva acts as a third party logistics provider for companies like Chesapeake Bay Candles where they store their product in the warehouse, charge them for use of the storage, and then Geneva acts as a fulfillment center, packing and shipping its customers' orders. Geneva has mastered the art of working with companies like Amazon, understanding what needs to happen from a packing, labeling, marketing, etc. standpoint.

## Solution

Geneva has been a Robocom customer since it was founded. Today, the company is using Robocom's Warehouse Management System, RWMS.net along with the Enterprise Resource Planning system, Next Generation. Geneva has over 100,000 items set up in the two systems, and ships an average of 300 orders with an average of 1,000 line items on those orders daily.

"One of the biggest advantages for us with the RWMS.net system is the ability to locate products efficiently. It basically allows us to put product anywhere we want, rather than having to have a designated area for an item. And for our model, that works really well. So, so we can just find an open spot on the shelf, put it away, tell the system where it is, and go to the next item," says Mark Becker, Founder and COO at Geneva Supply.

The company recently reached a new deal with three of its bigger manufacturers whose goods have expiration dates. Becker says that business played a significant role in their move to RWMS.net. Previously they were managing that process manually. Geneva would essentially write the expiration dates on the outside of the boxes, taking care to place those goods with the older expiration dates up front. Then once a week, an employee would walk through the warehouse to make sure none of the product was expired.

"We were doing all of that manually by literally putting the information into Excel files. With RWMS.net, the entire process is now essentially done by the system. All items now receive a license code that includes information about the expiration date. When an employee goes to pick a ticket, the system automatically takes them to the box with the serial number of the item with the oldest expiration date. And when we ship the item, the expiration date information is automatically recorded. It

is a far more efficient and streamlined process that has reduced the potential for error and increased our productivity.”

From a financial perspective, all of the information is integrated with the Next Generation system. The billing engine in RWMS.net generates invoices for storage and handling charges, while Next Generation performs all other accounting and customer service functions.

## Results

Geneva has only been using RWMS.net for two months, but Becker says they are already seeing great results. “We set a goal for ourselves to receive anything at our dock within 24 hours. And I am amazed that in just three weeks after we went live we were already reaching that goal. We still have a lot of benchmarks we want to hit, but it is pretty evident that we have the right tool. It is just a matter of making a few changes here and there.”

Becker has a weekly meeting with the warehouse management team and he says: “within two months of going fully live with the new system they say we are already packing and shipping product much faster than we were in the old system, which to me is pretty amazing. I thought there’d be an eight-month curve. For there to be a two-month curve was a big but pleasant surprise.”

RWMS.net is enabling Geneva to capture a lot more information at the time of receiving, including the weight of the item, the dimensions, etc. Over time Becker says they will leverage that database of information. “We could potentially start having the system tell our pickers, hey, you’re going to pick this much product, because this is exactly what fits on a pallet. So, it’s really just that next step of automation, which we know RWMS.net can do.”

The company originally chose RWMS.net because it could handle the distribution side of the business. Becker says the move has been a smart one. “By doing this, we definitely set ourselves up for growth, and the ability to make more money in our current model, because now we will be more efficient; we will be faster.”

## Experience with Robocom

Becker says Robocom has been very hands on with them, and always available if they have questions. He particularly notes how helpful the Robocom team have been helping to get them to the successful point they are today. He says he definitely feels like Robocom has been committed to ensuring their long-term success.