



# gm2 Logistics

## UK 3PL Provider Builds Progressive Business Strategy

### Quick Facts: gm2 Logistics

**Solution:** HighJump Warehouse Advantage

**Distribution centers:** Two

**Square footage:** 500,000+ sq. ft.

**Web address:** [www.gm2logistics.com](http://www.gm2logistics.com)

### gm2 Logistics Company Profile

As part of the MAP Merchant group of companies, gm2 Logistics provides warehousing and logistics services for two of the UK's largest paper merchants, McNaughton Paper Group and Premier Paper Group. Through its distribution centers in Coalville, Leicestershire and Erith, Kent, gm2 distributes paper, board and plastics for the printing, graphic arts and office stationery markets to customers throughout the UK. The company provides logistics services to a number of third-party paper suppliers, which are able to take advantage of gm2's extensive infrastructure and facilities, including more than 500,000 sq. ft. of warehouse space.

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**—Haydn Costin,  
project manager**

### Challenge: Meeting New Business Goals

Building sales and profitability in the paper business is predicated on fast response to customer needs. gm2 had continually invested in developing its previous warehouse management system (WMS) to achieve this goal. However, by 2005, the WMS vendor informed gm2 that support for the system was to be withdrawn.

"We had evolved our WMS to satisfy very specific requirements, for example how customer orders are assembled and released in real time. Redefining our business processes from scratch was not an option," said Haydn Costin, project manager for gm2. "We also had the benefit of great familiarity with the existing system. On the other hand, we needed to extend our warehouse management capabilities to meet new business goals."

In addition to driving its own activities forward, gm2 needed an effective response to the increasing variety of picking requirements resulting from the expansion of its third-party partnerships. "I wanted a solution that would retain the usability of our old system, but that would support the new capabilities we required—without compromising stability," Costin said.



## A Powerful, Flexible Solution

The project team at gm2 evaluated several WMS providers and selected the HighJump™ Warehouse Advantage solution from HighJump Software.

“The people supporting HighJump Warehouse Advantage were the most responsive to our need to incorporate changes to the standard solution,” Costin said. “In practice, we have seen that the system is inherently flexible and can be tailored quickly and easily. Moreover, because changes are made without affecting the core software, the system remains stable and is readily adapted to meet future requirements.”

This flexibility allowed the implementation team to recreate much of the look and feel of the legacy system without incurring excessive effort or expense. As an example, gm2 had developed its own methodology for handling incoming orders, which allowed orders received up to 6 p.m. to be ready for shipment by 7:30 p.m. the same evening. “It was essential to continue using our proprietary wave release function with the new system.

This was very quick and easy to achieve using HighJump adaptability tools that allowed us to configure the HighJump WMS to meet our requirements.”

gm2 also had refined its previous system to assign warehouse space automatically, calculating the most efficient utilization despite the wide range of pallet shapes and sizes.

“Not only were these ported from our previous system to HighJump Warehouse Advantage without losing effectiveness or efficiency, but the new implementation is now noticeably more robust,” Costin said.

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In addition, the interface to the host enterprise system was of prime importance to the gm2 team. “We had invested a great deal of time and effort to create a seamless interface between our previous WMS and the host system,” he said. “We were very concerned that the new interface would support every data type we had created. We discussed what we needed from this interface

with the HighJump Software support team, who were able to expand and improve the interface in several ways. For example, the handling of incoming data is now much more secure than with the previous system.”

## Results

Enhanced features for functionality such as order picking have allowed gm2 to increase fill rates, resulting in faster fulfillment of complete customer orders. In addition, overall process efficiency and continuous improvement efforts have decreased cycle times and resulted in more on-time shipments. gm2 has also reduced order assembly errors with the system’s ability to assign pick quantities by paper stack or individual unit.

Costin says HighJump Warehouse Advantage has enhanced stability and the ability to modify and extend capabilities quickly and independently without recourse to external support services.

“Like many logistics specialists, we take extensive ownership of systems to achieve the closest possible fit with our activities. HighJump Warehouse Advantage supports that approach extremely effectively, delivering valuable enhancements to operational performance and dramatically lower cost of ownership.”

