

The Socius24 logo features the word "SOCIUS24" in a white, sans-serif font. The letter "O" is replaced by a red circular icon containing a white geometric pattern of interconnected lines.

SOCIUS24

A large, modern industrial building with a corrugated metal facade and a blue sign that reads "Kinaxia Logistics".

Kinaxia Logistics

A yellow and blue Kinaxia Logistics truck with a blue trailer. The trailer has the "KX" logo and "Kinaxia Logistics" text. The truck has "MARK THOMPSON" and "NATIONAL COVERAGE" on the cab.

Kinaxia Logistics

## Case Study

How Socius24 Helped Kinaxia Empower  
Their Customers To Do More

“Socius24 are a trusted software delivery and consultancy partner for Kinaxia Logistics and the Socius24 User Service Portal provides a fantastic data visibility and reporting platform for our clients and their customers.”

Anne-Marie Pattinson, Group IT Director, **Kinaxia Logistics**

# Kinaxia Logistics

## About Kinaxia Logistics

Kinaxia Logistics is a leading logistics group operating within the UK haulage and warehouse sector. Formed in 2012, they have grown through acquisition, building a multi-disciplined group of profitable, privately-owned companies, working together to deliver a world class, market-leading service through their autonomous & ambitious workforce. Today Kinaxia Logistics comprises of 13 companies including Bay Freight, William Kirk, Cammack, Foulger Transport, Lambert Brothers, Panic Transport, Maidens of Telford, Mark Thompson Transport, AKW, Fresh Freight Group and David Hathaway Transport.

## Background

In 2018, Socius24 provided Kinaxia Logistics with the Blue Yonder Dispatcher WMS and Third-Party Billing solutions. Kinaxia were keen to extend the data visibility contained within their Warehouse Management System to their growing list of prestigious clients.

They were looking for a way to reduce the overall cost to serve whilst providing their customers with instant, real-time access to manage their own data more effectively. This needed to be a simple web-based UI, completely secure, flexible, yet powerful and intuitive to use.



CARE FLOWS THROUGH OUR ROUTES



**“We aim to deliver leading-edge solutions to reduce the overall warehouse ‘cost to serve.’ Making people’s lives easier, be that our 3PL customers, fashion, pharma, eCommerce or others, is often about making their jobs more efficient & effective by using smarter integrated Software Apps.”**

Ray Williams, Managing Partner, **Socius24**

## Key Challenges

Kinaxia was looking to provide a user-centric portal onto their Blue Yonder Dispatcher WMS that would provide their customer service team and shift leaders with access to a suite of reports and self-tailored dashboards. They wanted to empower these people with the information and visibility they needed to perform their role and deliver the best possible service.

They were also looking to provide this visibility to their clients and enable self-service capabilities to allow them to update their own inventory records as required without the need to have to contact the warehouse team.

It was essential that the solution was compatible with any device that has a web browser so that it would support remote users to gain the real time visibility, manage stock, make inventory updates and monitor activities while on the move.

## Key Requirements



**Reports & Dashboard:** The ability to provide the real-time insights to both the Kinaxia team and their clients of inventory and stock management activities.



**Data Query:** providing remote access into the real-time data held within Blue Yonder Dispatcher WMS and the functionality to query and manipulate this data in real-time.



**Inventory Management:** The ability for clients to make inventory status updates/holds through an intuitive self-service portal available 24x7.

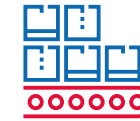
# Solutions Delivered

Socius24 provided Kinaxia Logistics with their Warehouse Management User Service Portal, (WM-USP) a bolt-on application to the Blue Yonder Dispatcher WMS that provides a rich blend of data querying, data loading and operational functionality.



## 1. Real-Time Visibility

The Socius24 USP app provides real-time visibility into the data held within Blue Yonder Dispatcher WMS through an intuitive-to-use interface. This delivers a range of self-tailored dynamic dashboards to access key operational data complemented by a range of query/maintenance & operational process screens, as well as on screen reports that gives access to the underlying detail.



## 2. Stock Management

Through USP, Kinaxia has also been able to provide their clients with a range of self-service functionality enabling them to track activity, query stock and to make status updates/holds to this stock remotely without the need to speak to warehouse staff.



## 3. Remote Access

As a web-based application, Kinaxia have been able to provide access to both their team and their clients regardless of their location or the device they are using. This has ensured that day and night, those who need access to data and operational functionality can get it.



## 4. Socius24 Support & Services

As a trusted partner, Socius24 worked closely with Kinaxia to understand their specific requirements and deploy their USP solution in a way that fully met the needs of all stakeholders. They continue to provide advice, guidance and support to Kinaxia as they look to build on this solution.

# Outcome

Through the utilisation of the Socius24 USP, Kinaxia has been able to add considerable value to the service they provide their clients while driving down the overall cost to serve. Some of the key benefits delivered include:

## **AUTOMATING MANUAL PROCESSES**

Before deploying USP, Kinaxia clients would either email or call the warehouse team to make status updates/holds to their inventory, a manual process that was time consuming, detrimental to productivity and added to the cost to serve.

## **GREATER CONTROL TO CLIENTS**

By providing direct access to information on their stock and the freedom to manage their inventory, Kinaxia's clients are benefiting from greater control that results in them being able to better meet the needs of their customers and improve supply chain efficiency.

## **INCREASED VISIBILITY**

The Socius24 USP has unlocked a wealth of information and insights within Blue Yonder Dispatcher WMS that are now accessible to both the Kinaxia team and their clients. This provides invaluable real-time insights that enable faster and more informed decision making.

## **24x7 SERVICE**

The ability to access key information and manage inventory from any device in any location means that Kinaxia Logistics can provide their clients with a true 24x7 service. USP is always on and provides end-users with the visibility and control whenever they need it.



**“Socius24 have now taken USP to another level with enhanced functionality to help our clients control their supply chain inventory. Kinaxia Logistics are always looking to apply technology solutions that give clients an edge and USP delivers on this. Our partnership with Socius24 guarantees our clients get excellent and effective software solutions to real-world supply chain issues.”**

Anne-Marie Pattinson, Group IT Director, Kinaxia Logistics

# Blue Yonder Dispatcher Warehouse Management System

Blue Yonder is one of the most recognisable and implemented solutions in the world.

Socius24's expertise comes from our involvement in the design and development of the original RedPrairie Dispatcher solution, which enables us to fast-track deployment and ensure that our clients use its capabilities to the full. This reduces the cost and risk of deployment, leveraging a broad set of pre-built templates and plug-ins, allowing our customers to quickly gain the functionality they require.

Benefits of this solution include:



## USER FRIENDLY INTERFACE

A user-friendly interface that is tailored to your business with extra functionality available as you grow at a national or global level.



## TRACEABILITY

Traceability is critical for some industries, so you will know where your stock is from and information about serial numbers, expiry dates. This all helps particularly if there is a need for a batch recall.



## INCREASED VISIBILITY


Increased visibility of your inventory from the moment it enters your warehouse or is manufactured to the point of sale.





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