

# Chess Logistics Technology Ltd.

Chess Logistics Technology has supplied software to companies in third party logistics, retail distribution and manufacturing for almost two decades. In that time, warehouse management software has become a 'must have' for any but the smallest companies involved in warehousing and logistics.

Customer demands placed on manufacturers, wholesalers and third party logistics companies (3PL's) such as minimal order lead times, just in time and smaller more frequent deliveries mean the warehouse and logistics function of any sizeable business needs to run with near clinical efficiency.

Achieving this requires advanced warehouse management systems (WMS), able to manage the process of receiving, storing, ordering and despatching stock. Over time the features needed from WMS systems have grown to meet varied and complex warehouse needs. In today's lean supply chain, the need for long term, slow moving storage is minimal. Today's market dictates that storage and handling costs are kept to a minimum and where goods are stored, adding value is a key part of the process.

As a result warehouses are now as likely to cross-dock goods as to store them. Many goods, especially short shelf life products are received, sorted and re-despatched without touching the warehouse floor. Goods which are stored often require some form of pre-retailing or processing, work formerly done at manufacture or on arrival at retail premises. And with the Internet changing customer ordering patterns there's now huge demand for pick and pack services to satisfy an expanding home delivery market.

The warehouse management system must be able to handle these requirements. But, in an increasingly paperless age it must also allow such processes to be done in real time using a variety of mobile technology. Real time technology, based on radio frequency (RF) transmission of data has revolutionised warehousing and logistics over the past 15 years. The efficiency, productivity, and low error count expected today wouldn't be possible without it. Equally important is the pivotal role of WMS as an information source, where sharing of real time stock and movement data with other applications is critical to overall supply chain efficiency.

Chess Logistics Technology's career has witnessed the growth of the modern supply chain from infancy, and involved work with many UK manufacturers and 3PL's. As a recognised WMS specialist their customer list includes names like ABP Ports, DHL Exel and Whitbread, retailers such as BHS, Heals Stores and The Pier, specialist brand labels like Radley and Christy and industrial wholesalers BSS and Wyko.

The marketplace for WMS is a challenging one. Changes in supply chain practice caused by retail innovation have always driven developments in systems, and continue to do today in what is already a technology savvy industry. In tandem with developing its own software to meet stringent customer expectation, Chess has always kept ahead of the technology field too, moving early to new technologies such as voice recognition, in which it now leads in experience among WMS providers.

Chess believes that differentiation is what drives the marketplace. Although winning business is easiest where you have most experience, Chess believes the key to success is showing potential customers you can deliver something that will clearly differentiate them from their competitors. This involves gaining an understanding of a customer's strategy and key strengths and ensuring your solution fully supports them. To do this, aside from technology, know how and experience, Chess has one or two 'secret weapons' which help them to do that better than most.