



Making Business Flow - with Embrace

The Company

CEVA Logistics are passionate about contributing to the success of their customers by providing outstanding supply chain services. Every day they aspire to be brilliant supply chain experts, mastering all elements of business logistics and focusing on operations excellence.

In South Africa they design, implement and operate complex, end-to-end contract logistics and freight management solutions for a wide range of customers across all sectors. CEVA'S freight management services cover all air and ocean requirements supported by customs brokerage and value added services and they provide a wide range of tailored warehousing and distribution services across the country, including road distribution.

The Challenge

"Winning contract logistics business in today's competitive marketplace requires adaptability and agility from our Warehouse Management System (WMS). While we are part of a global company, which our clients benefit from, they are also able to benefit from our local Embrace WMS, which meets our unique local, technical and costing requirements.

The system has been designed and implemented in such a way that our local labour force can use it effectively and efficiently, with minimal training and effort. To date, ACS-Embrace has been able to meet all our requirements, either within standard package or with specific tailoring." - Richard van Rooyen, IT Manager.

The Solution

CEVA Logistics initially chose Embrace while negotiating with a prospective client, a leading US based company, in the dietary and health supplement industry, who were looking for a contract logistics partner who could provide them with a complete end-to-end solution.

They had specific system requirements, which included a warehouse pick & pack operation with RFID scanners; lot and batch control; an interface to receive sales orders from their Head Office system and update stock and sales information back to their system.

Unless CEVA Logistics could meet these requirements, they would not have been able to secure the business. The customer gave them a very short time frame in which to implement a system. ***"Together with the ACS-Embrace team we were able meet their deadline, exceed their expectations and were up and running on Go Live date. The company representative that was present at the time was impressed to the point that we have been used as a reference for other countries.***

From that initial installation we have used Embrace for multiple customers in multiple branches and the ACS-Embrace team has always been able to accommodate our needs!" - Richard van Rooyen, IT Manager, CEVA Logistics.

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"With ACS-Embrace we have a business partner who shares our passion for providing outstanding service and contributing to the success of their customers."

Richard van Rooyen
IT Manager
CEVA Logistics



The Benefits

Minimal Implementation and Running Costs

"It has been a pleasure using Embrace. It is very easy to grasp and use. We are becoming more and more self-sufficient, which means the on-going running costs are minimal. We successfully implemented Embrace, ourselves, in our Durban and Cape Town branches.

Increased Productivity through Picker Performance

Embrace enables us to measure and reward picker performance. Pickers are expected to pick a certain number per hour. Since running Embrace with RFID Scanning, this number has increased by 30%. We often employ temporary staff and they are able to use the system in no time at all, while exceeding the pick performance requirements. We can look at pick rates per picker, enabling us to reward those who are fast and to assist those who are not. Pickers can see their own pick rate and percentage of incentive target, which provides them with an incentive to be more productive." Matthew Futcher – IS&S WMS Support.

"Embrace gives us:

- Accuracy throughout the business through complete warehouse tracking
- Central visibility and control of inventory throughout multiple warehouses and branches
- Control over products that expire
- Control over serial numbers and locations
- Improved accuracy and ease when picking
- Low cost rollout over "like" environments
- Billing reporting based on multiple criteria
- Higher accuracy with products and containers scanned from receipt to pick, pack and load.



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Richard van Rooyen - IT Manager, CEVA Logistics.

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Since implementing Embrace with RFID Scanning, the number of picks has increased by 30% - exceeding all expectations!"

Matthew Futcher
IS&S WMS Support

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