



# THINK OUTSIDE THE BOX

## DETAILS

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## KEY CONTACTS

**Jez Tongue**  
Partner

## KEY SERVICES

SideUp, @logistics Reply's SaaS WMS provides complete visibility of the supply chain from warehouse to delivery. It supports all elements from inbound checking and processing and ideal stock placement through to route and fleet management.

With the recession now penetrating the UK retail industry - biting the grocery sector in particular - retailers are facing increasing pressures to push the boundaries of efficiency in order to gain the best margins possible whilst also allowing for necessary Bogofs.

Jez Tongue, partner @logistics Reply UK, adds: "This has increased uncertainty in warehouse and distribution activities and prompted a rise in small, temporary logistics contracts, boosting interest in flexible, low risk applications offering rapid-time-to-value, minimal investment and IT interruption and the option to be 'switched on or off' in line with demand.

"Based on an OpEx, 'pay as you grow' payment model, the Software-as-a-Service (SaaS) approach has the ability to scale as a business grows in capacity and complexity, but more compellingly



**“ We provide the option to downscale and pay less if business is slow ”**

it provides businesses with the option to downscale and pay less if business is slow. Where with an on-premise warehouse management solution (WMS) users are required to invest heavily in a fixed number of licenses, servers and IT people, a WMS on-demand model aligns the warehouses' needs to the number of functions activated on the system so only the capacity used is paid for. If a particular feature is no longer needed or seasonal demand dictates greater use, it is no harder than (de)activating a utility. This is all managed behind the scenes by the solution provider.

"In addition to cost-effectiveness and speed of deployment - typically taking four to six weeks and delivering ROI within 12 months - the right WMS on-demand approach can make significant improvements to operating costs and quality of service. ■