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# **How a Smart WMS Transforms Your 3PL into a Customer Service Powerhouse**

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**3PL WMS Checklist**

<https://datexcorp.com>

## A Smarter WMS. A Stronger 3PL Experience.

Organizational needs and customer expectations each exist in a constant state of flux, and although these demands are both continuously evolving, the two priorities don't always align.

Keeping these expectations in tune is imperative in rapidly expanding industries, such as third-party logistics (3PL), where operators face meteoric demands for:

- More personalization
- Faster delivery
- Omnichannel flexibility
- Better sustainability practices

Moreover, specialty verticals, such as [cold storage](#) and pharmaceuticals, are highly regulated, requiring a specialized system that can reliably keep up with changing compliance mandates and legislation nuances.

A smart warehouse management software (WMS) aligns diverse client needs with internal operations through a single integrated platform.

The purpose-built platform pulls in real-time data and activities from various sources to provide full visibility into supply chain operations for every user and offers 3PLs the customization potential necessary to accommodate a dynamic client portfolio.

The checklist below offers insights into how WMS technology transforms 3PLs into customer service powerhouses, as covered in a Datex [webinar](#).

## 3PL Technology Gaps

The most significant technology gaps that prevent 3PLs from delivering superior service are:

### **Traceability and Recall Management**

Regulating bodies demand detailed, accurate, and up-to-date records of lot and serial number-controlled inventory for recalls and compliance.

### **Lack of Automation**

Providers know they can and need to automate numerous manual tasks, but they often lack the resources to implement these tools and the knowledge of what to automate and how.

### **Management of Perishable Goods**

Monitoring and managing perishable or temperature-sensitive goods requires sophisticated hardware and smart devices capable of live data capture and reporting.

## **From Commodity Providers to Valued Partners How a Purpose-Built WMS Transforms 3PLs**

To maintain the operational flexibility that 3PLs need to serve a variety of clients under one roof, a purpose-built WMS employs:

### **Customizable Workflows for Client-Specific Needs**

- Simplified multiclient control
- Entirely user-configurable interface
- Capabilities easily tailored to different clients, zones, and allocation workflows
- Ability to quickly configure labels, billing, inventory logic, and portals by customer
- Minimizes spoilage and reduces labor costs



✓ **A Robust Billing Platform**

- Captures all activities and product movements as they occur and translates them into invoices
- Ensures all invoice items are accurate and associated with the correct client, then charged appropriately within the agreed-upon time frame
- Provides maximum transparency into where and how potential income is moving throughout the enterprise
- Cuts down on revenue leakage

✓ **Seamless Integration with Other Systems**

- Integrates with essential hardware (e.g., robotics, sensors, other equipment) and software (e.g., electronic data interchange, transportation management, enterprise resource planning)
- Employs [API-enabled end user applications](#) to connect systems
- Each component feeds data into a single source of truth to unify disparate datasets and offer better visibility into operations



**Looking to close your 3PL's  
technology gaps with a modern,  
purpose-built WMS?**

[Preview Footprint® WMS here.](#)

# WMS Features for Better Customer Communication & Visibility

Essential WMS capabilities for superior client communication include:

## ☑ Customer-Facing Portal

- By providing a highly desired combination of accountability and transparency, the configurable front end helps boost client confidence and collaboration potential, improving business relationships and strengthening partnerships.

## ☑ Comprehensive Audit Trail

- Live, detailed data capture and analysis is critical for 3PLs. Advanced reporting and customizable dashboards within the WMS offer maximum [traceability and tracking](#) functionalities, so nothing falls between the cracks.

*"Ease of operation for our customers [means being able] to quickly and insightfully take a look at their inventory, and have that traceability in the event of a recall or potential issue ... [being able] to investigate that without having to run a million reports or compile data, or pull out a three-ring binder that outlines a 30-step process. [It's] intended to be quick and easy to protect the customer."*

**KEVIN MCKAY**

Solutions Architect at Datex

## ☑ Integration Potential

- This capability not only streamlines the collection and standardization of data across your ecosystem but also provides a “single control tower view of all the information you need to be compliant,” Kevin McKay, solutions architect at Datex, mentions in the webinar.

## ☑ Low-Code Interface

- The [low-code configuration tools](#) that a purpose-built WMS offers enable 3PLs to easily configure custom screens, processes, and rules tailored to each client, contract, or service level without relying on software developers.

## ☑ Cloud-Based Infrastructure

- The containerized, cloud-native architecture of a smart WMS keeps operations secure, compliant, and shielded from external interference because each customer runs in a fully isolated environment.



**Click through Footprint® WMS to see how it simplifies warehouse management and helps you run a more profitable, scalable, and competitive 3PL.**

## Measurable Outcomes for 3PLs

Implementation of a purpose-built WMS for your 3PL offers the following benefits:

### ☑ Minimizes Revenue Leakage

- The advanced automation your WMS enables reduces human errors in billing and invoicing, securing profitability by minimizing revenue leakage.

### ☑ More Accurate Predictions

- Managers can more effectively forecast [labor needs](#), optimize staffing accordingly with predictive analytics, and anticipate equipment maintenance.

### ☑ Improved Food Safety and Compliance

- Better monitoring capabilities mean less product spoilage, and [compliance-built features](#) help to ensure all standards and guidelines are met.

### ☑ Ability to Offer Value-Added Services

- With the ability to capture detailed data and diverse activities across the enterprise, 3PLs gain the capacity for additional services that create more value for clients.

### ☑ Stronger Client Relationships

- By offering maximum visibility through the user-friendly client-facing portal, a 3PL's WMS boosts customer loyalty and trust, strengthening business partnerships.

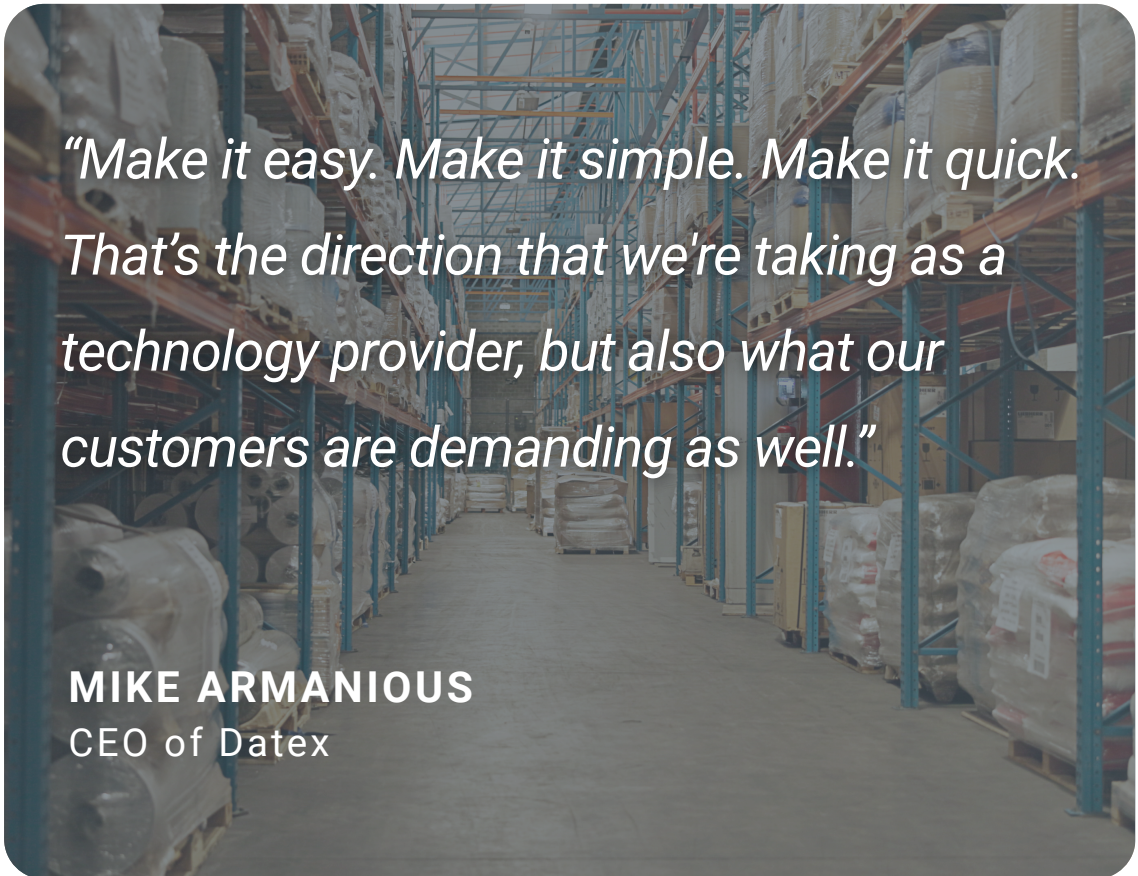
## Actionable Takeaways

Technology is a differentiator for 3PLs, and knowing how and where to implement it is key to continued success in this evolving industry.

The bottom line is that 3PL customers desire the highest levels of transparency and visibility, and a smart WMS is the way to provide it.

By leaning into automation, understanding client needs, and leveraging AI, you can equip your 3PL with the tools it needs to satisfy and delight every client in your portfolio.

To experience the advanced features of a smart WMS firsthand, [take a self-guided tour](#) of Footprint WMS today.



*“Make it easy. Make it simple. Make it quick. That’s the direction that we’re taking as a technology provider, but also what our customers are demanding as well.”*

**MIKE ARMANIOUS**  
CEO of Datex