



ProWMS Warehouse Management System Enables £1m in Annual Business Benefits at Morrisons

Wm Morrison Supermarkets Ltd. (Morrisons) is the UK's fourth largest food and grocery supermarket chain with a network of 497 supermarkets and online home delivery channels. Headquartered in Bradford, UK, the company produces most of its own food - including freshly baked bread, seafood, fresh produce, chilled foods and meat products - in its 16 manufacturing sites. The company is the UK's fourth largest supermarket chain and serves good quality fresh food and groceries to over 9 million customers in more than 497 UK stores and via its online home delivery service.

THE BUSINESS

- The UK's fourth largest supermarket chain.
- Producing chilled foods and meat products in 16 manufacturing sites.
- 105,000 sq. ft meat processing plant in Winsford, Cheshire.
- Serving 9m customers from 497 locations and online home delivery channels.
- 118,000 staff providing customers with quality fresh food.
- Food and grocery products available to 97% of UK postcodes.

THE SITUATION

Morrisons had acquired a 105,000 sq. ft. meat processing facility in Winsford, Cheshire. The site, a centralised fresh pork and lamb retail packing plant, saw significant expansion and re-investment adding beef products to its capabilities. Morrisons buys livestock from the farm and processes this at its abattoirs in Colne, Spalding and Turriff, Aberdeenshire.

Meat from the abattoirs is shipped to its fresh meat packing facility. The Winsford location manufactures a range of retail packed products from burgers, meatballs, and mince to steaks and chops. This high-volume operation runs 24x7.

The operation requires robust transparency and traceability with each tray of meat being managed as serial-tracked, and variable weighted, items. As a consequence, and at very short notice, Morrisons needed an alternate chilled warehouse facility to deal with the increase in volumes on the run up to Christmas.

While locating a facility was a success, it was impossible to migrate existing systems to the new warehouse with a finished goods picking facility within the required timeframes.



RESULTS SUMMARY

- Efficiencies delivered £1m in annual business benefits.
- Picking accuracy increased to 99% across over 40,000 cases per day.
- Service levels instantly improved with increased picking accuracy, finished goods rotation and reduced load times.
- System seamlessly integrates with Oracle and other in-house end-of-line production systems.

The chosen 3PL Warehouse was already using ProWMS from Principal Logistics Technologies. Due to tight timescales, there was no alternative but to use ProWMS. The Principal Logistics Technologies team pulled out all the stops to get ProWMS configured and implemented.

THE SOLUTION

Principal Logistics Technologies' functionally-rich ProWMS Warehouse Management System (WMS) was selected for the Winsford warehouse. This enabled Morrison's remote picking operation to operate more efficiently. Picking accuracy and load times were reduced which, when combined, immediately improved service levels to Morrison's RDC's.

Morrisons now has a WMS fully integrated to Oracle. ProWMS enabled improved workflow efficiency, picking accuracy and efficiency delivering benefits of over £1 million annually. Live KPI dashboards on the warehouse floor and despatch office ensure everyone is aware of performance in real-time ensuring Morrisons maintains full supermarket shelves and high levels of customer satisfaction.

"Before ProWMS was deployed, picking accuracy and finished goods rotation were an issue in our fast-paced warehouse. The accuracy rates are now constantly in excess of 99%, picking over 40,000 cases per day, and when you're dealing at case level this is best-in-class."

"The Principal team pulled out all the stops to get ProWMS configured and implemented inside six weeks, with an extremely smooth implementation."



Alan Staines,
Wm Morrison Ltd.



"After the system was deployed on a permanent basis, full integration with Oracle and other in-house end-of-line production systems was required. Robustness needed to be demonstrated addressing Morrisons' stringent requirements."

"At this stage the operation and operatives were known to all, users were familiar with the application and while we couldn't stop production, the second cutover back to the Winsford factory went smoothly. This go-live was another huge success."

Joe O'Shea, Principal Logistics Technologies

About Principal Logistics Technologies

For over 30 years, Principal Logistics Technologies has been a leader in the design and delivery of innovative warehouse management software (WMS) and enterprise resource planning (ERP) software. Our technology and services optimise operational performance, reduce OpEx, and increase revenue for 3PL, distribution, wholesale, manufacturing, and retail warehouse businesses.

The company supports enterprise-level and multinational businesses with complex single and multisite operations spanning 3PL, chemicals & hazardous goods, hard & soft commodities, chill picking, cold storage, cross docking, eCommerce, FMCG, pharmaceuticals & healthcare and more. We operate from offices in Dublin in Ireland and Manchester and Birmingham in the UK.