![DiCentral SmartTurn logo]
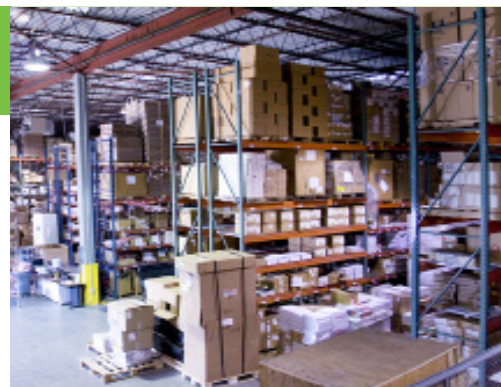
3PL/Contract Logistics

![ARGENT ASSOCIATES logo]

> **" With SmartTurn, Argent saves $10,000 to $15,000 each month in supply chain efficiencies."**
>
> — Ray Moya, COO
> Argent Associates

Based in Edison, New Jersey, Argent Associates provides global supply chain management solutions and services for the telecommunications and retail industries, government agencies and private enterprises.   A third-party logistics (3PL) provider, Argent counts Fortune 100 companies and government agencies among its customers.

The Situation

Argent has grown significantly since their inception in 1998 managing more than $500 million in assets with more than 350,000 square feet of warehousing, staging and manufacturing facilities in seven states and five countries. The company handles more than 250,000 units and processes over 20,000 orders per month which are shipped globally to Asia, Europe, South America and the Caribbean. Argent's challenge came from increasing demands from customers for real-time inventory and shipment visibility prompted their search for a warehouse management system. Typical 3PLs lack the flexibility to make changes to their supply-chain technology, requiring changes to be made manually from each individual site, or through expensive software upgrades. Such changes regardless of how minor can take months to complete.

COMPANY:
Argent Associates

INDUSTRY:
3PL (contract logistics)

HEADQUARTERS:
Edison, New Jersey

URL:
www.argentassociates.com

THE CHALLENGE:
- Managing visibility of inventory and information-sharing across the supply chain
- Needed a WMS that was quick to implement and integrated with back-office application
- Flexibility for implementation in different types of customer environments

THE SOLUTION:
SmartTurn™ Inventory and Warehouse Management System

THE RESULTS:
- Short implementation time and ease in integration
- Inventory visibility and management across multiple facilities
- Reduced costs by automating processes

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Integration was also important since Argent made the decision to streamline its inventory control and warehouse management processes, which included implementing a warehouse management system (WMS) that would tightly integrate with EDI and its existing accounting system, QuickBooks Enterprise.

Argent had been awarded a new client and expected the 3PL to implement a solution in three weeks so, rapid deployment was not only desirable, it was necessary. Argent's typical timeframe for developing applications in house was three to six months, which in this case meant time was of the essence.

Essential Requirements: Integration and Value

Winning business in today's competitive marketplace requires adaptability and agility. From a practical sense, companies need to demonstrate to potential clients that they have the right product within the time frame needed. Accurate inventory and fulfillment no longer happens after the fact and is now a precursor to winning new business.

"We considered many other products available at the time, but it was a no-brainer to choose SmartTurn," said Ray Moya, Chief Operating Officer and Vice President of Technology at Argent Associates. "The short implementation time was compelling when you compare 30 days for SmartTurn versus six months for traditional enterprise software. The low monthly cost and the high level of features absolutely sealed the deal for us."

SmartTurn's easy-to-use, Web-based WMS breaks the traditional enterprise WMS software mold of expensive upfront license and consulting fees, long deployment times, and ongoing maintenance costs. More importantly, the company's Software-as-a-Service (SaaS) model provides a modern, secure Internet architecture that promotes connectivity to other systems (e.g., ERP and CRM), and pushing/pulling inventory from the warehouse.

SmartTurn customers have integrated with platforms from QuickBooks to SAP to custom in-house procurement. In terms of affordability, SmartTurn packages start at $500 per month per warehouse, allowing for an unlimited number of users, support, upgrades, training and maintenance. In contrast, from concept and implementation to customization and maintenance, traditional on-premise software, can cost thousands of dollars and take months to implement or to update.

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"Our accounting system is QuickBooks, which our employees and accountants are extremely familiar with", said Moya. "I didn't want to migrate to a warehouse management system that would force us into a new accounting system; that was going to be problematic from a budget and process perspective. "

The Benefits of a Web-based WMS

With more than half of the 600,000 warehouses in the U.S. still relying on paper rather than on an automated system, companies are losing thousands of dollars in revenue each month.

"Because of SmartTurn, Argent saves anywhere from $10,000 to $15,000 each month in supply chain efficiencies," said Moya.

On average a paper-based system is 90% accurate, but this figure jumps to 99% accuracy with an automated system. Improving shipping accuracy can lower labor costs, reduce time spent re-creating shipping documents due to errors, and present consolidation opportunities saving time and fuel.

"We wanted to eliminate paper," continued Moya. "Seven years ago, we did a study and found that paper transactions cost us $73 per transaction at that time, but electronic transactions cost 34 cents."

SmartTurn's on-demand approach to creating supply chain solutions geared for organizations of all sizes, ensures that the complexity is hidden from users, lowering ramp-up, training, and day-to-day usage of the system. Additionally, all maintenance, support, upgrades and updates are handled at no extra charge or effort from your IT resources. SmartTurn's system is flexible enough to model to different implementations.

"So far, we have implemented eight different models for our customers, and that's hard to do in most applications," said Moya. "SmartTurn's even flexible enough that we're getting ready to use it for a customer implementation in a products-assembly environment and inventory management process."

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Real-world Experience

SmartTurn invests heavily in customer service programs with its "Customer First" philosophy, which ensures the customer's voice is heard in the ongoing development of SmartTurn products and services. At the heart of SmartTurn's success is its ability to effectively support customers in addition to the strength of its WMS product and service offerings. SmartTurn's team of Customer Experience Managers (CEMs) provides the highest quality support in the industry.

"The more we work with SmartTurn, the more we like it," said Moya. "The SmartTurn team worked tirelessly to help us configure the system exactly how we needed it, and we couldn't be happier. In today's marketplace, you need to be prepared for growth and with SmartTurn in place, we feel poised and ready for anything."

About SmartTurn

SmartTurn™ Inventory and Warehouse Management System and the SmartTurn Inventory Grid™ are the first true on-demand warehouse management systems to provide enterprise class functionality at a fraction of the cost of traditional license and install software. Designed for quick implementation, ease-of-use, real-time inventory accuracy and warehouses performance, the SmartTurn system provides visibility on every item across single or multiple warehouses. Founded on the premise that software should be smart, simple and safe, SmartTurn's customers span the value chain of most industries to include manufacturers, wholesalers as well as 3PLs. SmartTurn is privately held and backed by leading investors, NEA and Emergence Capital Partners.

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