



Made4net Recognized for

2021

Product Leadership

North American Mid-market WMS Industry

Excellence in Best Practices

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Made4net excels in many of the criteria in the mid-market WMS space.

AWARD CRITERIA	
Product Portfolio Attributes	Business Impact
Match to Needs	Financial Performance
Reliability and Quality	Customer Acquisition
Product/Service Value	Operational Efficiency
Positioning	Growth Potential
Design	Human Capital

Match to Needs, Positioning, and Design

Today’s mid-market companies, including manufacturers, retailers, wholesale distributors, e-commerce, and 3PL providers seek warehouse management systems (WMS) that meet their functional requirements without the complexity, high cost and long implementation timelines typically attached to traditional WMS solutions. Mid-market companies are looking for solutions that are easier to use, provide faster time to value and a lower total cost of ownership. An adaptable, affordable, single

“Frost & Sullivan finds that Made4net’s SCEExpert Suite has a unique combination of multiple functional components of supply chain execution such as yard, warehousing, automation execution, labor, and transportation and fulfilment.”

*– Sankara Narayanan,
Senior Industry Analyst*

common platform with end-to-end solutions that can address all their needs presents a compelling value proposition, especially for mid-market companies that cannot afford costly licenses and time-consuming implementations to achieve their business goals.

Amid this scenario, Made4net, founded in 2005 and headquartered in Teaneck, New Jersey, offers the powerful and innovative SCEExpert Suite platform. Made4net’s mission as a supply chain execution

software vendor is backed by its founders’ years of experience with other WMS providers and a keen understanding of the need for solutions that do not require intensive hands-on coding and

customization to meet diverse business requirements. With this expertise, Made4net built its solutions on an adaptable technical architecture that is highly configurable, agile and scalable, giving customers the ability to quickly adapt to changing supply chain markets and customer demands.

Frost & Sullivan finds that Made4net provides robust core WMS functionality along with tier-1 extended WMS features, such as labor management, yard management, e-commerce, automation execution, routing, last mile delivery and value-added services. This highlights a main value proposition of

“Frost & Sullivan lauds Made4net’s success in enabling customers to be more independent with less effort. Ease of use is another value proposition Made4net provides. Users do not have to be programmers as the platform comes with a comprehensive set of coding-free, drag-and-drop customization tools.”

**– Sankara Narayanan,
Senior Industry Analyst**

Made4net in addressing the demands of customers that need more than just warehouse management. SCExpert Suite’s extended functionalities and capabilities allow customers to go beyond the four walls of a warehouse typically served by competitors that offer complementary solutions and different packages as separate products. Made4net seamlessly integrates a true end-to-end solution powered by Microsoft technology, and its UI is all web-based/responsive

HTML5. The beauty of this supply chain execution suite is that all its functional components are truly synchronized. They all run on a single technology stack/platform infrastructure and share the same UI (giving the customer the same user experience), data model, and business logic. The business logic and data model are extensible.

Many industry competitors offer a host of functionalities, including transportation, yard, and labor management, but as different products (running on various platforms and technologies) integrated using a piecemeal approach. Here is one area where Made4Net stands apart from the competition: a key Made4Net advantage is that it built the platform from the ground up—from the first line of code, the solution is designed to work as a multi-product platform that offers more than just WMS.

Made4net’s solutions are offered in the cloud on a platform with a three-tiered architecture. The first tier is the data access layer with two databases. The application database consists of the business data, items, locations, orders, customers, and inventory, while the metadata manages and stores the technical components of the system (e.g., API Integration plugins, all the screens in the system, security, reports, labels, etc.).

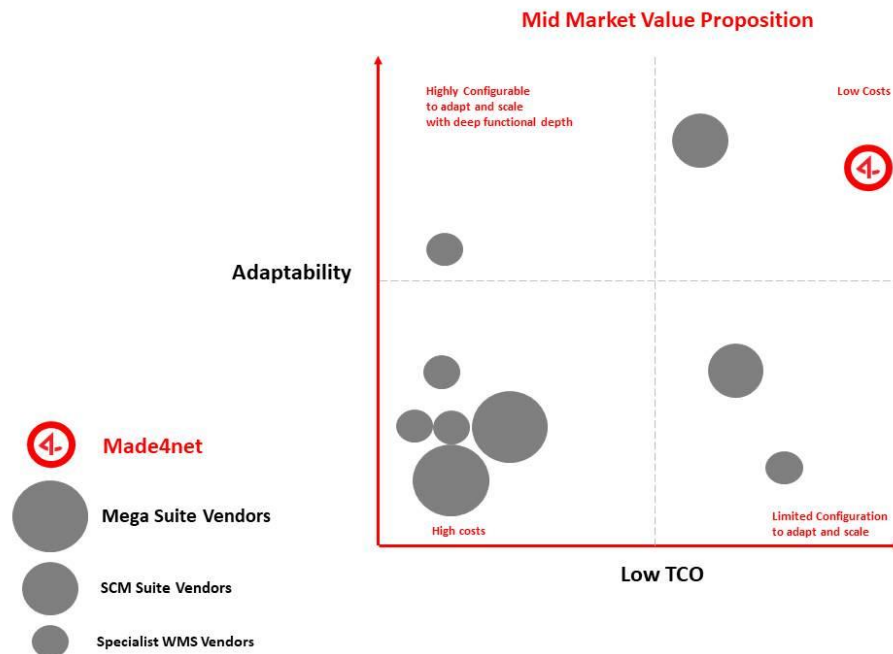
The second tier is business logic, which comprises dedicated service components that are the business services (e.g., billing, routing, replenishment, labor performance) and drive specific aspects of the operations; plus platform services (integration, labels, audits, alerts, and documents based on different types of business objects such as items, orders,



Source: Made4net

locations, inventory, shipments, and receipts). And the final web-based UI layer that runs on a browser – both on mobile device and desktop. All services are event-driven and fully synchronized to work with each other, communicating in realtime through MSMQ.

User configuration with code-free customization capabilities and multilingual option: Made4net delivers an innovative and powerful supply chain software specializing in supply chain execution and allows customers to pivot quickly and seamlessly with configuration capabilities that require little customization and professional support from the vendor side. For instance, the Made4net built-in



Source: Made4net

Screen Generator allows users to quickly “draw” and assemble intuitive application screens and functions (which traditionally involve writing code) with related business logic using a Lego-like approach that eliminates the need for complex programming and coding. It also has wizards, reports, and label design tools to enable rapid execution and configure custom documents and analytics. The system’s multilingual option allows users to define and select their preferred language, and the flexible UI will present the information based on the desired language.

Customer Acquisition, Financial Performance, and Growth Potential

Made4net has more than 600 customers, with its solutions used in more than 30 countries and over 20 languages. Made4net has an impressive 95% customer retention rate, with many being with the company for a long time. Some of its leading customers are BG Products, Valvoline, Sprouts Farmers Market, Rotech Healthcare, and Crest Foods, to name a few. Customers find Made4net’s single platform appealing due to its end-to-end solutions for supply chain convergence that drive agility and adaptability.

Made4net provides a scalable and adaptable solution that can be rolled out internationally so that a global company can start with one location and expand to different sites across various countries. Much thought is put into how the system is designed to allow customers to scale horizontally and vertically.

In 2020 one of the largest private food companies in the U.S. with global operations, chose Made4net as its WMS partner after a rigorous selection process of about half a dozen vendors. The company

“Made4net provides a scalable solution that can be rolled out internationally so that a global company can start with one location and expand to different locations across various countries.”

– Sankara Narayanan
Senior Industry Analyst

implemented WarehouseExpert WMS and Made4net’s full warehouse execution system (WES), including core WMS functions and automatic integration with various Material Handling Equipment.

Made4net was also chosen as the supply chain execution vendor for one of the largest defense organizations in the world, where Made4net manages its national fulfillment supply chain (e.g., all logistics around food,

equipment, office supply). The company is expanding its partnership with Made4net and plans to implement the entire SCExpert Suite, including WMS, YMS, TMS and LMS at its three logistics centers with 750 users.

Made4net is a preferred vendor in the mid-market sector as participants in this segment cannot afford to allocate significant resources to support ongoing customizations or spend millions of dollars on licenses and implementation. Made4net offers tier-1 functionality at competitive and affordable prices, due its adaptable and innovative technology, which leads to faster implementation while driving configurability as opposed to customization, maintaining a lower cost of ownership and shorter timeframes to deliver.

Made4net is PE-backed by Thompson Street Capital Partners and sees annual significant continuous organic growth. In addition to organic growth, Made4net is also looking to expand its footprint through potential acquisitions in the market.

Expansion approach to more target accounts: Made4net has a business development and partnership strategy that hinges on close working relationships, especially with consultants, integration partners, and resellers. The company has an extensive ecosystem of partners globally, throughout the Americas, Europe, Africa, APAC and the Middle East. The global partner ecosystem and focus on relationship building with its partners are critical contributors to Made4net’s growth worldwide.

Conclusion

Mid-market companies need affordable warehouse management systems to fulfill their needs, which Made4net addresses with its SCExpert Suite of solutions.

- This single common platform enables the synchronization of functional components of supply chain execution with all components sharing the same UI, data model, and business logic.
- The multi-product platform is built from the ground up as opposed to acquiring different products and integrating them later.
- Made4net offers tier-1 functionality at tier-2 affordable prices with fast implementation.
- The company provides more than just a WMS and allows customers to go beyond the four walls of a warehouse.
- Made4net enables customers to pivot quickly with configurability, less customization, and little reliance on vendors for professional services. It allows customers to be independent, respond quickly to industry disruption, and establish a foundation for agility and flexibility.
- Coding-free tools and Screen Generator further enhance its customer value proposition, reducing customer effort.

With its strong overall performance, Made4net earns Frost & Sullivan's 2021 Product Leadership Award in the North American Mid-market WMS market.

What You Need to Know about the Product Leadership Recognition

Frost & Sullivan's Product Leadership Award recognizes the company that offers a product or solution with attributes that deliver the best quality, reliability, and performance in the industry.

Best Practices Award Analysis

For the Product Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Product Portfolio Attributes

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning

Reliability and Quality: Products consistently meet or exceed customer expectations for performance and length of service

Product/Service Value: Products or services offer the best value for the price compared to similar market offerings

Positioning: Products serve a unique, unmet need that competitors cannot easily replicate

Design: Products feature innovative designs, enhancing both visual appeal and ease of use

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

