BR Williams Case Study

From Port to Porch: BR Williams Achieves Seamless Distribution and Fulfillment with Synapse 3PLExpert

BR Williams, part of the newly formed integrated services company, BRW, supports businesses by managing every aspect of the supply chain, from distribution and transportation to freight and fulfillment. From port to porch, the company ensures fast delivery of products and is trusted by partners in technology, healthcare, retail, e-commerce, industrial markets, and consumer sectors.

Company Highlights:
- Trucking division founded in 1958
- Warehousing and distribution established in 1992
- 1.7M sq. ft. of warehouse & distribution space in 6 facilities across Alabama and Florida
- Network of over 10,000 contract freight carriers
- ISO 9001:2015 Quality Management System Certified
- Acquired by Haney and White Enterprise in 2024 and now operates as BRW

The Solution

When it came to selecting a WMS, Derrick Vanover, Director of IT, BRW explains, "The process was extensive and included careful consideration of current and future needs. We looked at what we wanted out of our system, evaluated our existing setup, and envisioned what we needed to accomplish going forward. This required collaboration between various areas of our operations, IT, and warehouse floor staff." In the end, the company chose Made4net's Synapse 3PLExpert, an advanced WMS designed to meet the complex and unique demands of modern 3PL operations. Completely paperless, the solution incorporates innovative technology for real-time tasking and optimization across a broad range of critical functions.

"We chose Synapse 3PLExpert for its comprehensive reporting tools and overall system functionality, which perfectly aligned with our goals for operational efficiency and scalability."

Derrick Vanover, Director of IT, BRW

Key functionality that made Synapse 3PLExpert the right choice for BRW included:

- Advanced reporting tools for better decision-making
- Comprehensive system functionality to support various warehouse operations
- Seamless integration with systems like techSHIP and DropStream

The Results:

The transition to an RF system and the advanced functionality of the new WMS have positioned BRW as a leader in the logistics industry, capable of meeting the evolving needs of its ever-evolving diverse clientele. Significant operational improvements include:

- Inventory/Cycle Count: Accurate tracking and management of inventory levels.
- Dock to Stock Time: Reduced time in processing goods from arrival to storage.
- On-Time Delivery: Ensured timely delivery of products.
- Order Cycle Time: Decreased time from order placement to fulfillment.
- Warehouse Capacity Utilization: Optimized use of warehouse space.
- Pick Accuracy: High precision in order picking to minimize errors.
- Employee Productivity: Improved worker efficiency and productivity.

"BRW was founded on three core principles: Honesty, Integrity, and Service," said Vanover. "Implementing Made4net's Synapse 3PLExpert helps us maintain our commitment to integrity by providing transparent and reliable operations, and supports our mission of honest and dedicated service in every aspect of our business."

MADE4NET

Made4net is a leading global provider of best-in class, cloud-based supply chain execution and warehouse management software for organizations of all sizes to improve the speed and efficiency of their supply chain.
In addition to their industry renowned WarehouseExpert WMS, the platform offers modular components like integrated yard management, dynamic route management, proof of delivery, labor management and warehouse automation solutions that deliver true supply chain convergence.

Contact the experts at Made4net to learn how Synapse 3PL Expert can help you overcome your supply chain challenges.

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