Taylor Logistics Case Study

Drones, Data, and Distribution:
Taylor's Smart Approach to Inventory Management

The Challenge:

As a women and family-owned and operated 3PL with a strong focus on the food industry, Taylor Logistics provides warehousing, freight services, D2C fulfillment, and value-added solutions to customers across the country. Taking care of their customers' inventory is critical to their success, but managing workflows, billing, and inventory accuracy with their previous Warehouse Management System (WMS) proved challenging.

In 2016, Taylor needed a solution that would enable a seamless transition and provide a better user experience—particularly in billing and workflow setup—with minimal implementation resources. They sought a flexible, easy-to-use WMS that could scale with their business and support both simple and complex customer accounts.

The Solution:

Taylor Logistics selected Synapse 3PLExpert WMS from Made4net for its simplicity in setup, robust functionality, and adaptability to varying customer needs. Synapse was recommended by trusted contacts and backed by established relationships with the Synapse team—factors that helped make the decision easy during a critical period for the company.

Since then, Taylor has deployed Synapse in all of its facilities. The platform has proven to be a strong fit for a wide range of operations—from straightforward warehousing accounts to complex contract logistics—enabling the company to win new business and retain key accounts year after year.

At a functional level, Synapse supports nearly every aspect of Taylor's warehouse operations, enabling them to:

- Manage multi-client inventories with visibility and control across all facilities.
- Automate inbound workflows, including appointment scheduling, ASN receiving, and putaway.
- Optimize outbound operations with order waving, intelligent picking strategies (by zone, batch, or task interleaving), and real-time shipping confirmations.
- Track labor activity and productivity, supporting resource planning and accountability.
- Configure client-specific billing rules, eliminating manual processes and ensuring accurate invoicing.
- Monitor KPIs and service levels through robust reporting and dashboards, supporting continuous improvement and transparency with customers.

With its deep configurability, Synapse has enabled Taylor to adapt quickly to customer requirements, whether that's managing temperature-sensitive goods, adding value-added services like kitting or labeling, or integrating new systems to support customer growth. For 3PLs, this flexibility is key—it's what allows operations to scale, pivot, and deliver on increasingly complex logistics contracts without needing to overhaul systems.

> "Synapse is the WMS we use in each of our facilities. It has proven to be a system that can handle the easiest of accounts but is also robust enough to support complex operations. The solutions the Synapse and Taylor teams have combined to implement have allowed us to win business and also keep business year over year."

AJ Raaker, Director of Warehouse Development
Taylor Logistics

Technology Ecosystem:

Over time, Taylor Logistics has expanded its digital capabilities by integrating Synapse with a range of leading-edge systems and technologies:

- Gather AI: Implemented in late 2023, Gather AI's drone-based inventory system introduced an automated, cost-effective solution for cycle counting. Operating through a web-based platform, the drones perform inventory scans that are then sent to Synapse via scheduled reporting.
- EDI & API Integrations: Taylor has integrated Synapse with platforms like NetSuite, TruCommerce, Shopify, and SAP, using EDI and API connections developed with support from the Synapse team. Their most recent advancement includes API-enabled automated picking and staging, adding even more agility and efficiency to their operations.
- Data & Business Intelligence: Taylor leverages Power BI, connected to Synapse via SQL, to access real-time insights on inventory performance, operational KPIs, and customer trends.
- Hardware & RF Scanning: The team uses Keyence RF scanning products, ensuring speed and accuracy in warehouse processes from receiving to order picking.

The Benefits:

Taylor Logistics' technology strategy—centered around Synapse—has delivered measurable results:

- Improved accuracy: Inventory accuracy increased to 99%.
- Time savings: 87% reduction in time required to cycle count cases.
- Labor optimization: Reduced from three cycle counters to one and eliminated the need for costly material handling equipment.
- Customer satisfaction: Improved visibility, control, and communication have strengthened client relationships.

> "Our inventory location accuracy has jumped. It was at around 97–98%, but now it's closer to 99%."

Grant Taylor, VP of Warehousing
Taylor Logistics

Looking Ahead, Taylor continues to innovate with Made4net, exploring new ways to evolve their use of Synapse and the Gather AI platform. As they grow, Taylor remains committed to leveraging technology to improve service, increase efficiency, and maintain their position as a leader in 3PL warehousing and distribution.

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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