



acción

PERFORMANCE

a morales group company

3PL Success Unpacked

Acción Performance, Made4net and Techdynamics: A Winning Combination

Acción Performance, a third-party logistics provider specializing in diverse verticals, including food and beverage, retail, and automotive, faced significant challenges managing its growing inventory across a range of product categories. Their reliance on a CRM system to manage operations was limiting their ability to scale efficiently, maintain inventory accuracy, and provide real-time data visibility to customers. To keep pace with increasing demand, Acción Performance needed a robust Warehouse Management System (WMS) that could optimize fulfillment processes, improve efficiency, and integrate seamlessly with their existing technology stack.

The Solution

Acción Performance turned to Made4net's Synapse 3PL Expert, a comprehensive WMS designed to enhance operational visibility, accuracy, and scalability for 3PLs. Synapse has become the backbone of Acción Performance's warehouse operations, playing a crucial role in:

- Kitting for value-added services
- E-commerce fulfillment to support rapid order processing
- Serial number tracking for traceability and compliance
- Standard order processing to streamline inbound and outbound logistics

The solution also integrates with Techdynamics' Order Management System (techOMS) and shipping software (techSHIP) to ensure a seamless flow between order intake, warehouse management, and shipping. This allows Acción Performance to dynamically manage routing and fulfillment rules without the need for rigid, hardcoded processes-keeping their operations flexible and responsive to customer needs.

"Made4net's Synapse WMS has been a game changer for us. With individual license plates and real time data access, we've dramatically increased visibility and operational efficiency. The integration with Techdynamics OMS allows us to stay agile while meeting customer expectations. It's a customized solution that adapts to our needs as we grow."

Brantley Armour

IT Manager, Acción Performance Warehouse LLC

According to Scott Adams, Vice President of Partnerships at Techdynamics, "With techOMS seamlessly managing front-end orders and techSHIP handling backend shipping through Made4net's WMS, Acción Performance now benefits from a fully integrated system that optimizes efficiency from order intake to final-mile delivery. Acción Performance is always pursuing innovative ways to enhance their fulfillment operations, and our collaboration with Made4net reflects a shared commitment to developing forward-thinking solutions that evolve with our customers' needs."

Immediate and Measurable Gains:

The implementation of Synapse 3PL Expert has delivered tangible, data-driven improvements across Acción Performance's warehouse operations:

- Enhanced Inventory Control – Individual license plates for inventory tracking have reduced errors and boosted picking accuracy by 30–40%.
- Improved Efficiency – A more structured, automated workflow has led to a 30–40% increase in warehouse productivity.
- Resource Optimization – More efficient processes have enabled 20–30% labor cost savings, making operations leaner without sacrificing performance.
- Elevated Customer Satisfaction – With real-time data access and optimized workflows, Acción Performance has improved service levels by over 20%, ensuring greater accuracy and timeliness in order fulfillment.



Conclusion:

With Synapse as the foundation of its warehouse operations, Acción Performance has successfully eliminated manual processes, improved inventory management, and optimized labor resources- all while maintaining the agility needed to scale with customer demand. The seamless integration with Techdynamics' OMS and shipping solutions has further elevated efficiency and service capabilities, ensuring that Acción Performance remains at the forefront of 3PL innovation.

Through this strategic partnership with Made4net and Techdynamics, Acción Performance is well-positioned for continued growth, leveraging advanced technology to drive greater operational efficiencies and customer satisfaction in the competitive 3PL landscape.

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 3PLExpert can help you overcome your supply chain challenges.

www.made4net.com