

The logo for McKenna Logistics Centres, featuring the company name in a serif font with a small red and blue icon to the left.

McKenna
LOGISTICS CENTRES

A blue banner with the text 'Since 1950' in a white script font, set against a background of a warehouse aisle with a red forklift.

Since 1950

The Pivot That Paid Off: McKenna's Journey to Agile eCommerce Fulfillment

Overview: A Legacy of Excellence, A Vision for the Future

McKenna Logistics Centres, a leading Canadian 3PL, has been a trusted name in warehousing and distribution since the 1950s. Fulfilling orders to customers across Canada and with a reputation for retailer compliance, McKenna specializes in helping businesses scale through tailored logistics solutions. As eCommerce demand surged, McKenna recognized the need to modernize its warehouse operations and selected Made4net's Synapse 3PLExpert to drive flexibility, efficiency, and future growth.

The Challenge:

McKenna's legacy system struggled to keep up with the rising expectations of eCommerce. Each order had to be printed, fulfilled, shipped, and closed manually—a time-consuming process that hindered scalability and responsiveness. As eCommerce demand grew, it became clear the system lacked the flexibility and efficiency needed to serve customers quickly and cost-effectively.

According to President John McKenna, "We were looking for a system that we could grow into. We knew eCommerce was expanding, and we didn't want to get left behind." McKenna needed a modern WMS with proven eCommerce capabilities to remain competitive, scale operations, and ensure business continuity during demand surges—especially with small to mid-sized customers expecting fast, accurate fulfillment.



Lack of real-time inventory accountability



Limited transaction traceability across storage and cutting operations



Manual processes that couldn't keep pace with service-level expectations

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John McKenna, President
McKenna Logistics

The Solution: Synapse 3PLExpert

McKenna implemented Made4net's Synapse 3PLExpert WMS. The system's built-in eCommerce functionality gave McKenna the tools to move from manual processes to automated, scalable fulfillment workflows with flexibility in reporting and configuration for each different client.

The impact was immediate. Synapse enabled streamlined order processing, reduced labour requirements, and provided greater operational flexibility. It allowed McKenna to adapt and thrive—even during unprecedented market shifts.

Results and Benefits:

Five years after implementing Synapse, McKenna faced its biggest test: COVID-19. A new customer came on board in February 2020, initially forecasting 50 eCommerce orders per day. Within a month, demand skyrocketed to 1,600 orders per day with the pandemic being declared.

Thanks to Synapse, McKenna increased productivity by **1,100%, scaling from 33 orders per employee to 400 orders per employee**. This dramatic improvement allowed them to process 1,600 daily orders—saving significantly on labor costs and ensuring service excellence. Also, keeping capacity available for other customers whose eCommerce volume was surging. According to McKenna, “Without Synapse, we would have lost customers during COVID. We had the flexibility to pivot and scale fast—something many of our competitors couldn't do.”

Today, McKenna operates out of a 135,000-square-foot facility, serving a growing portfolio of small to medium-sized clients with confidence. The ability to manage surges, maintain compliance, and adapt to change has become a core differentiator—and Synapse remains at the heart of that capability.

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John McKenna, President - McKenna Logistics

Summary:

McKenna's success story highlights the power of choosing a WMS partner that understands the evolving needs of logistics providers. For McKenna, Synapse delivered on its promise: a flexible, scalable solution that helped future-proof operations in the face of rapid change.

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.

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