



Inside Barrett's Tech-Forward Fulfillment Strategy: Made4net WMS as the Backbone of Innovation

Barrett Distribution Centers is a third-generation, privately held third-party logistics (3PL) provider with more than 25 facilities and 6 million square feet of warehouse space across the United States. With over 80 years of experience, Barrett serves a diverse customer base—specializing in direct-to-consumer fulfillment for apparel and consumer goods, while also supporting case-pick and pallet-based distribution.

Known as a technology-forward 3PL, Barrett has built a reputation for innovation, operational excellence, and adaptability. The company has made digital transformation and integration strategy core pillars of its business enabling it to meet the evolving demands of modern fulfillment with speed, precision, and agility.

The Challenge:

Barrett faced growing pressure from clients to support increasingly complex and customized fulfillment requirements without compromising on speed, accuracy, or compliance. The demands went beyond traditional workflows, requiring real-time visibility, tighter coordination across systems, and greater flexibility in how data was managed and shared. Legacy tools like standard EDI connections were no longer enough; clients expected seamless communication between Warehouse Management Systems (WMS), Order Management Systems (OMS), Transportation Management Systems (TMS), and other platforms.

Key priorities included eliminating manual workflows and redundant data entry between systems like the WMS and Financial Systems Integrations, improving inventory visibility, optimizing labor utilization, and ensuring compliance with evolving data security regulations. As the number of client-specific system requirements grew, Barrett also needed a way to scale technical capabilities without overburdening internal resources. Just as important was the ability to strategically evaluate which integrations delivered real business value—prioritizing those that warranted the investment in time and complexity.

"It's not just about whether you can integrate—it's about asking if the juice is worth the squeeze."

David Lynch

Director of IT Solutions & Security,
Barrett Distribution

The Solution: Synapse 3PLExpert

Barrett selected Made4net's Synapse 3PL WMS as the backbone of its warehouse operations. Synapse delivered the functionality, flexibility, and scalability needed to centralize critical processes, eliminate manual inefficiencies, and enable more advanced fulfillment strategies.

But Barrett didn't stop there. By treating Synapse as the system of record and thoughtfully extending its capabilities through integrations, Barrett created a powerful fulfillment platform designed to adapt, grow, and deliver measurable value.

Foundation for Scalable Integrations

WMS as the Source of Truth: All inventory data and warehouse workflows were centralized within Synapse, providing a single, reliable source of truth for inventory visibility, transaction accuracy, and performance accountability across all facilities.

Financial Systems Integration for Streamlined Billing & Order Flow: Integration between Synapse and Financial Systems Integration systems enabled real-time synchronization of charges, invoices, and order details—significantly reducing manual entry, improving billing accuracy, and supporting financial transparency.

Flexible Connectivity for Diverse Client Needs: A hybrid integration approach—leveraging file-based, EDI, and API capabilities—allowed Barrett to onboard clients quickly and meet a wide range of data exchange requirements. This flexibility proved essential for accommodating everything from high-volume retail orders to boutique DTC fulfillment.

RF and Parcel System Integrations: By tightly integrating RF scanning, parcel shipping systems, and custom labeling tools into the WMS, Barrett ensured high levels of accuracy and speed across picking, packing, and final-mile processes.

Expanding Capabilities Through Strategic Add-Ons

Data Warehouse + Business Intelligence: To support deeper analysis and client-level insights, Barrett deployed a central data layer connected to Tableau. This allowed for real-time labor planning, margin tracking, and profitability analysis—turning operational data into a competitive asset.

Labor Management via HRIS Integration: By connecting time clock data with Synapse labor records, Barrett gained granular insight into “gap time” across shifts—revealing process inefficiencies and identifying opportunities for workforce optimization.

TMS & OMS Integration Readiness: With Synapse serving as the operational anchor, Barrett was able to scale up integrations with external transportation and order management systems as client needs evolved—without rearchitecting the core WMS.

Automation-Ready Infrastructure: Thanks to Synapse's open architecture and MHE-agnostic APIs, Barrett easily connected automation technologies—including print-and-apply systems, robotics, and even Computer Vision-AI—without complex custom development. This positioned the company to pilot and scale emerging technologies quickly, with minimal disruption.



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Benefits:

The fully-integrated solution implemented demonstrates why Barrett Distribution was named the inaugural recipient of the Made4net Award for Advancing Innovation in Third-Party Logistics at the 2025 IWLA Convention & Expo. The combination of Barrett's technology-first approach and Made4net's Synapse 3PLExpert WMS delivered efficiency on multiple levels.

Increased Operational Visibility



Real-time data from Synapse enabled labor analysis, inventory accuracy checks, and root-cause discovery, leading to more productive warehouses.

Better Decision-Making with Data



Centralized analytics allowed Barrett to evaluate customer profitability, highlight workflow bottlenecks, and adjust resource allocation quickly.

Future-Ready Infrastructure



By designing its integration model around flexibility, Barrett is prepared to adopt AI tools, automation systems, and evolving client demands.

Stronger Customer Retention



Deep integrations made Barrett's solutions more embedded with their clients' operations, improving customer satisfaction and loyalty.

Conclusion:

Barrett Distribution has proven that the right combination of core technology and smart integration strategy can create a powerful, scalable foundation for modern fulfillment. By placing Made4net's Synapse WMS at the center of its operations and extending its capabilities through targeted, high-impact integrations, Barrett has positioned itself as a tech-forward 3PL capable of meeting the diverse and evolving needs of its clients. With a strong commitment to innovation, data-driven decision-making, and operational excellence, Barrett continues to raise the bar for what's possible in third-party logistics.



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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 WMS solution, 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 WMS can help you overcome your supply chain challenges.

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