Proof Over Promises:
How Acme Distribution Found the Right WMS Partner

The Challenge:

Founded in 1947, Acme Distribution is a full-service, asset-based third-party logistics provider headquartered in Aurora, Colorado. The company operates nine facilities across Colorado, Washington, and Pennsylvania, totaling nearly 3 million square feet of AIB-certified warehouse space. Acme supports approximately 300 customers spanning grocery, food and beverage, consumer goods, and emerging e-commerce brands. Unlike logistics providers that operate primarily through brokerage, Acme owns its warehouses, its transportation fleet, and its results.

With hundreds of active customers, pricing structures that vary by account, and a multi-location footprint stretching across three states, Acme's technology stack had become a constraint rather than an enabler. Its legacy WMS lacked modern API capabilities, making integrations slow and painful. Onboarding new customers required months of configuration work. And its fulfillment operations — an area leadership had identified as a strategic growth priority — were not supported well enough to compete.

The billing situation was its own problem entirely. Acme had built and maintained an in-house system for years that was customized to reflect its unique contract structures, but increasingly fragile. Internal IT staff were required to reboot the server every few days just to keep it running. The system generating the company's revenue was, as Seth Goldfogel put it, "not a warm, fuzzy feeling to go to sleep with at night."

Acme had tried to solve this before. A previous WMS transition had failed. That experience raised the stakes considerably for whatever came next.

The Evaluation:

Acme approached a new WMS selection with rigor informed by what had gone wrong previously. The team conducted site visits to active Made4net customers and held multiple reference calls with peer operators. The goal wasn't to hear what a WMS could theoretically do. It was to talk to people who were actually using it.

What kept coming back from those conversations was consistent: Made4net delivers.

Two factors ultimately separated Made4net from the competition.

> "After going through a failed WMS experience in the past, we were not looking for promises, we were looking for proof. Made4net stood out because their team understands how 3PLs actually operate. They brought people to the table who have been in our shoes, and that gave us confidence that this project would be grounded in operational reality, not just software theory."
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> **Seth Goldfogel, Owner**
> Acme Distribution

Proven U.S. Customer Base

The first was its U.S. customer base. Being able to visit operating facilities and put hands on the product in a domestic environment was a requirement, not a nice-to-have.

The People Behind the Tech

The second was the people Made4net brought to the table. Rather than sending software implementers who could describe what the system could do, Made4net brought practitioners who had operated warehouses and run IT for 3PLs themselves.

For Acme, the difference between "yes, we can do that" and "here's how we handle that" was significant.

The Solution:

Advanced API Integration Made4net's modern API framework enables seamless connectivity with external systems, including ProShip, Acme's existing shipping partner — accelerating customer onboarding and enabling tighter, more transparent service.

Flexible Multi-Customer Warehouse Management Synapse handles shared-space environments dynamically, allowing Acme to manage inventory across hundreds of accounts without requiring a full warehouse remap every time a customer moves in or out.

Optimized Fulfillment Operations Synapse provides RF-directed workflows, advanced picking methodologies including bulk and master picking, cartonization logic, and order processing built for high-volume e-commerce.

Automated 3PL Billing Made4net's billing module replaces the fragile in-house system entirely, automating Acme's complex, account-specific billing structures and eliminating the ongoing maintenance burden that came with them.

The Results:

Acme completed super user training in its first week with none of the "we forgot to tell you that" moments that had characterized its previous WMS experience, a meaningful signal for a company that had been through a failed implementation and approached this one with understandable caution.

Looking ahead, Acme expects Synapse to improve warehouse throughput, dramatically shorten customer onboarding timelines, and position the company to compete aggressively for fulfillment business it was previously not equipped to win. The elimination of the legacy billing system removes both a daily operational burden and a long-term liability. And the API architecture opens the door to integrate AI capabilities into warehouse operations, an initiative Acme's leadership has already identified as a priority for the years ahead.

"3PL providers operate some of the most complex warehouse environments in the supply chain, and Acme is a prime example. They didn't just evaluate software, they evaluated people and track record. We're proud they chose Made4net, and we're committed to delivering on what we promised."

Errol Gonzales, Director of Sales
Made4net

MADE4NET

Made4net is a global leader in WMS (Warehouse Management System) and supply chain execution software, delivering best-in-class, cloud-based WMS and 3PL WMS solutions. Our adaptable and scalable platform empowers organizations of all sizes to improve efficiency, visibility, and control across their supply chain.

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

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