

Managing Complexity Across Borders: How iFlow Modernized Cold-Chain Logistics with Made4net

Overview:

iFlow is one of the top fourth-party logistics operators in Argentina and South America, co-managing and operating supply chains for clients across the MERCOSUR region. From five strategically located warehouses in Buenos Aires, the company manages more than 24,000 storage positions across frozen, chilled, and dry environments, supplying more than 750 supermarkets and over 7,000 retail points of sale. Its services run from inventory management and reprocessing, such as labeling, through to international shipping with full traceability, with active operations in Chile, Brazil, Paraguay, and Uruguay.

The Challenge:

That complexity is the business model. It's also what iFlow's legacy system could no longer handle. A growing customer base and increasingly demanding requirements pushed the operation past its limits, and several pressure points converged at once.

- A legacy WMS that had reached its ceiling: The existing system had served the business well for years, but it could not keep pace with the company's growth or the demands of a diversifying client portfolio.
- Processes living outside the system: Spreadsheets, manual checks, and disconnected processes made it difficult to guarantee consistent service quality, control labor costs, and capture the operational data the business needed for decision-making.
- Fragmented operations and limited data collection: Systematizing processes to protect quality and cost, integrating operations, and collecting reliable data were all identified as priorities. In frozen and refrigerated FMCG (fast-moving consumer goods), where service level agreements are strict and product tolerances are narrow, none of that could remain manual.

iFlow needed a platform that could absorb the complexity of a multi-client cold-chain operation without forcing every client onto the same rigid process.

The Solution:

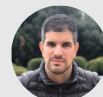
iFlow evaluated more than 10 providers before selecting Made4net. The decision came down to flexibility, scalability, and the ability to support highly customized workflows across a diverse client portfolio. Many systems on the market handled the fundamentals but required heavy customization every time an operation changed, which for a 4PL is constantly.

Cost-to-benefit realities and the quality of vendor engagement carried real weight too. Direct attention from Made4net's leadership built trust early and kept the solution aligned to what iFlow actually needed as a logistics operator, not a generic warehouse template.

"Our existing WMS had served us well for years, but we needed a more powerful platform to keep pace with our growth."

Made4net met our core operational needs while providing the flexibility to make system adjustments and customizations without complex development. Their deep understanding of logistics, quick response times, and highly configurable platform made them the clear choice."

Guillermo Peccia
CIO, iFlow



Made4net's SCEExpert WMS enhanced batch and expiration control, supported multiple picking methods, and integrated with over 30 internal and external systems—including iFlow's OMS, TMS, ERP, and customer platforms.

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One platform in place of many tools:

iFlow replaced multiple offline tools with a single unified platform, eliminating shadow Excel workflows and embedding its operational logic directly into the system.



Configurability without development cycles:

The system's configurability allows iFlow to adjust workflows as client requirements change, without the complex development work that made other platforms expensive to maintain.



Cold-chain and multi-client control:

The implementation covered enhanced batch and expiration control and support for multiple picking methods across frozen, chilled, and dry environments.



A foundation for automation:

Made4net's readiness for automation was a stated factor in the decision, with picking robots and other advanced technologies planned as the next phase.

Results and Benefits:

Once implemented, iFlow quickly observed a clear increase in productivity, supported by more structured workflows and intuitive system navigation.

+20% to 30%

Higher Productivity Across the Operation:

Overall productivity is up 20%-30%, supported by more structured workflows and intuitive system navigation.

-10% to 20%

Improved Labor Efficiency:

Warehouse labor costs are down 10%-20% as tasks became structured, repeatable, and system-guided rather than dependent on individual operator knowledge.

-10% to 20%

Better Stock Control and Accuracy:

Picking and packing errors have fallen 10%-20%, with stock control significantly more accurate and better visibility into inventory across the operation.

+ Consistency

Faster Training and Stronger Service:

New users reach productivity faster because processes are intuitive and consistently enforced by the system. Service levels improved as integrated workflows replaced disconnected ones.

"As a 3PL in a constantly changing market, Made4net helps us keep our processes flexible while still staying in control of our operations. This means we can meet our SLAs and manage costs effectively, even when things are unpredictable."

Mario Gosende
CCO, iFlow

Summary:

iFlow's business depends on absorbing complexity that its clients would rather not handle themselves: five warehouses, three temperature environments, 24,000 storage positions, and more than 7,000 points of sale across four countries. Meeting that with spreadsheets and a legacy system had become the constraint on growth. With Made4net, productivity is up as much as 30%, labor costs are down as much as 20%, and picking and packing errors have dropped as much as 20%, results that matter more as iFlow keeps expanding across MERCOSUR.

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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 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 WarehouseExpert WMS can help you overcome your supply chain challenges.

www.made4net.com