THE ULTIMATE COMPETITIVE EDGE

WMS AS THE 3PL'S SECRET WEAPON

Depend on WMS innovation to build stronger customer relationships. The right WMS is a stratigic ally that delivers reliability, flexibility, and resilience in the face of change.

Keeping Up with
Customers?

Today's clients expect more from their logistics partners than ever before. They want flawless order accuracy, real-time visibility, and systems that integrate seamlessly with their own solutions. They expect third-party logistics providers (3PLs) to think ahead, move fast and execute flawlessly. Meeting these expectations is no longer optional; it sets the baseline for competing in a crowded and demanding fulfillment market.

The 3PLs that thrive check all these boxes while also reducing costs, preventing revenue leakage and proving their value. High performers distinguish themselves from the rest with sharper execution, greater efficiency and a willingness to embrace technology that keeps them ahead of rising costs and customer demands.

A modern warehouse management system (WMS) makes that possible.
For 3PLs, the right WMS does more than manage operations. The software helps teams meet rising customer demands, improve accuracy and visibility and create a true competitive edge.
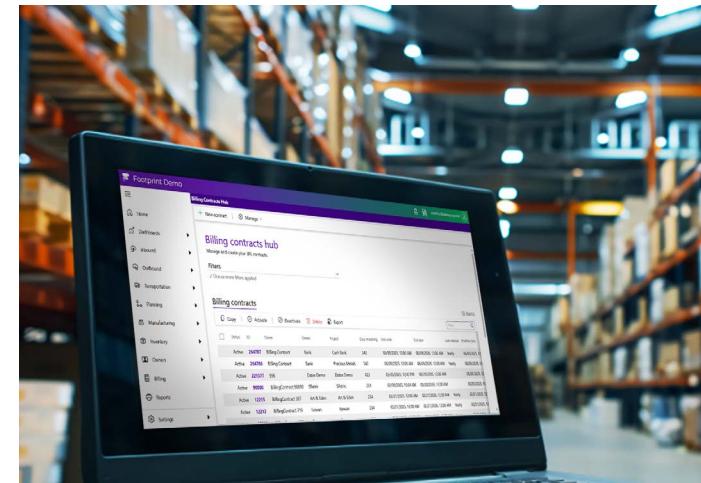
When performance is strong, reputation grows along with trust and customer loyalty. When performance falters, reputation takes a hit. In the pages ahead we'll show how leading 3PLs use WMS innovation to strengthen relationships, exceed expectations and build lasting growth.

The 3PL Scorecard:
5 THINGS EVERY CLIENT MEASURES

Here are five priorities every client looks for in a logistics partner:

1 Faster, more predictable fulfillment.

Speed is now expected, but predictability sets a 3PL apart. Clients want orders shipped not just quickly but also reliably, even during peak demand or disruptive periods. A modern WMS platform optimizes pick paths, automates wave planning and adjusts to real-time priorities so cycle times stay short and service commitments stay firm.

2 End-to-end visibility.

Clients want accurate, real-time insight into inventory, order status, and potential delivery risks across every warehouse and transportation mode. A modern platform provides SKU-level visibility from receipt to delivery, integrating with Transportation Management Systems (TMS), Enterprise Resource Planning Systems (ERP) and Order Management Systems (OMS) to eliminate silos and provide a single, reliable source of truth.

3 Seamless, scalable integration.

Clients operate in complex tech environments and expect their 3PLs to plug in without friction. As a result, a provider must be able to connect quickly and scale as its customers' business grows. With open API architecture, a WMS integrates smoothly with ERP, TMS, robotics and automation platforms, making onboarding faster and growth easier without the need for costly overhauls.

4 Compliance and risk management.

From FDA FSMA 204 to hazmat handling to ESG reporting, compliance demands continue to increase. Clients expect their 3PLs to safeguard them from risk. Modern warehouse technology automates lot and batch tracking, expiration management, chain-of-custody records and regulatory reporting, ensuring constant audit readiness and peace of mind.

5 Proactive exception management.

Clients don't want to hear about problems after the fact. They expect their 3PL partners to identify and solve issues before the end customer is impacted. A WMS equipped with predictive analytics, real-time alerts, and configurable workflows flags risks early and triggers corrective action, often before the client even knows there was a problem.

Meeting these five priorities has become the baseline for competing in today's fulfillment market. By solving problems before they reach the client and using technology to prove their value, leading 3PLs strengthen trust and set themselves apart in a crowded field.
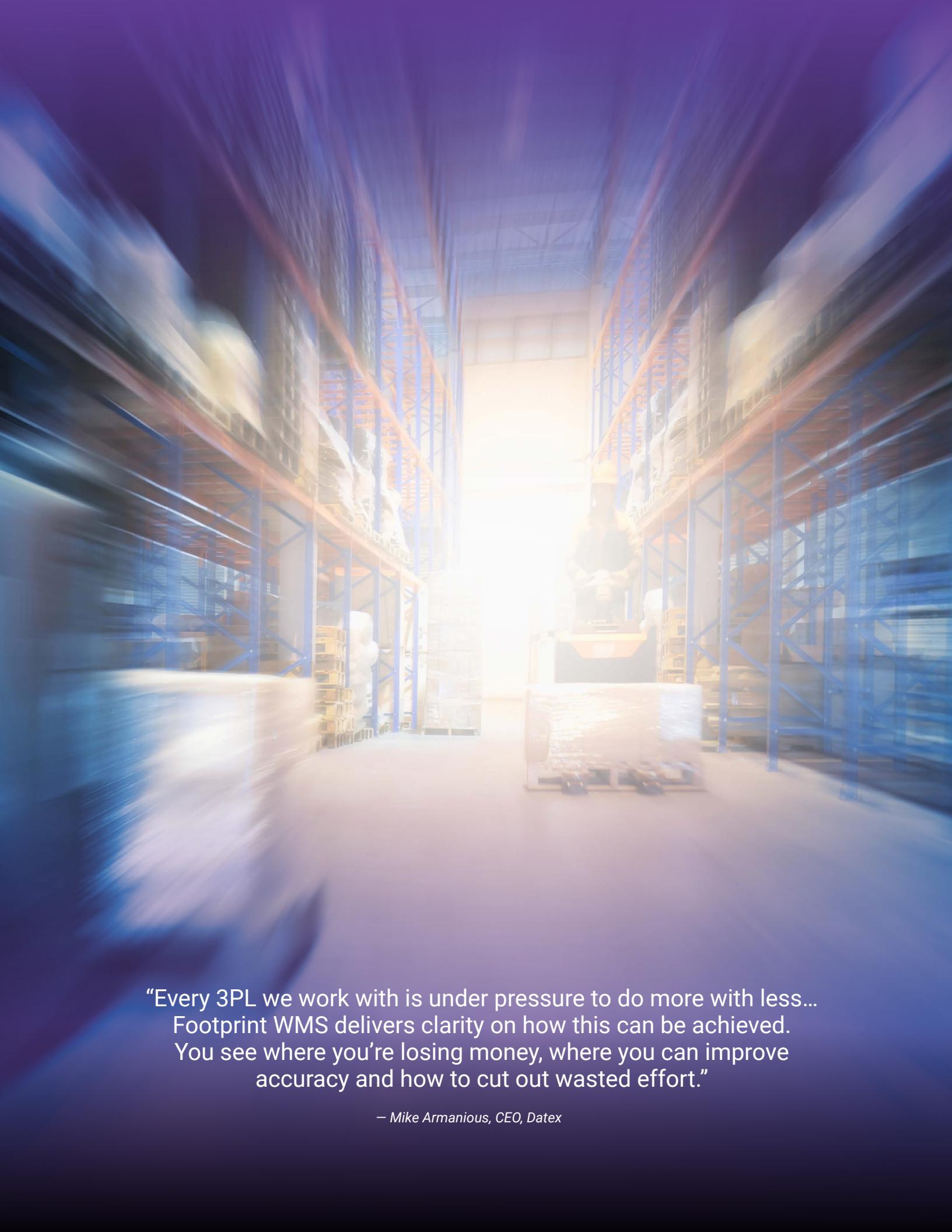
"Every 3PL we work with is under pressure to do more with less… Footprint WMS delivers clarity on how this can be achieved. You see where you're losing money, where you can improve accuracy and how to cut out wasted effort."

— *Mike Armanious, CEO, Datex*

5 WMS ENABLERS
BEHIND HIGH-PERFORMING 3PLS
Behind every high-performing 3PL is a smarter WMS.
These five key WMS enablers help 3PLs outperform their competition:

1 ### Comprehensive, real-time visibility.
Visibility is the foundation of any high-performing 3PL. A modern WMS gives teams real-time insight into every order, item and process, from the moment inventory hits the dock until it reaches the customer. Seamless integrations with other core systems ensure that each client always knows what stock they have, where it sits and how it's moving. Client-specific segregation, granular tracking and real-time snapshots eliminate confusion and deliver the transparency customers expect.

2 ### Predictive cost control.
Every task in the warehouse generates valuable data. When that data connects to cost codes and billing activity, 3PLs gain a clear view of inefficiencies and missed revenue. Many 3PLs leave money on the table because their systems can't handle complex contracts or unusual pricing structures. A flexible billing engine captures every billable service, ensures accuracy, and supports predictive forecasting.

3 ### Scalable, low-code flexibility.
Growth in logistics rarely follows a straight line. Volumes spike, new clients come on board, and workflows change with little notice. A modern WMS built with low-code flexibility makes it easy to customize, expand and adapt without complex development projects. 3PLs can quickly onboard new clients, configure workflows and scale operations at speed. This keeps the business flexible and ready to adapt to whatever comes next.

4 ### Fulfillment accuracy.
Accuracy protects both the 3PL and the client's brand. By managing each step as a task and applying strict validation rules, a modern WMS ensures that what's ordered is what ships. Quality checks, intelligent picking strategies and verification tools reduce errors, improve service levels and strengthen client trust.

5 ### Data-driven insight.
Data is one of the most powerful tools a 3PL can offer. Every scan, movement and transaction reveals trends that can drive improvement. Built-in analytics and business intelligence tools transform that data into meaningful insight, helping 3PLs identify opportunities, optimize labor and prepare for future demand.

These five WMS enablers are what set high-performing 3PLs apart. The 3PLs that master visibility, cost control, scalability, accuracy and data-driven insight position themselves to outperform competitors and deliver exceptional customer experiences at every turn.

5 WAYS A WMS BECOMES
A 3PL'S SECRET STRATEGIC WEAPON

Used strategically, a modern WMS becomes the foundation for
stronger performance and long-term growth for 3PLs that want to

1   ### Differentiate in a crowded market.

Most 3PLs offer similar services; storage, fulfillment and transport. A modern WMS helps them stand out with faster onboarding, flexible billing, client portals and compliance-ready workflows that clients notice when choosing providers.

2   ### Enable agility and growth.

With low-code configurability and scalable architecture, a modern WMS lets 3PLs adapt quickly to new client requirements, industries or geographies without costly redevelopment. Operational flexibility becomes a clear competitive advantage

3   ### Protect reputation and trust.

Reliability, accuracy and compliance are essential. A modern WMS delivers these consistently, helping 3PLs safeguard their reputation, meet service-level agreements and prevent costly errors that weaken client confidence.

4   ### Drive profitability and value.

Advanced billing, labor management and analytics turn logistics from a cost center into a profit engine. A WMS modern helps uncover new margins while giving customers full visibility into the value they receive.

5   ### Build strategic partnerships.

Clients expect real-time visibility and responsive service. A strong WMS delivers both, helping 3PLs operate as trusted partners who strengthen their customers' competitiveness.

Datex is that strategic partner.

THE WMS PURPOSE-BUILT
FOR 3PLS AND BEYOND

"The new wave of 3PLs are becoming value-added centers for their clients," says Mike Armanious, CEO at Datex. "They're not just moving product in and out of a warehouse anymore. They're repairing, repackaging, handling returns and often serving as the first line of customer service."

This shift is redefining what it means to be a 3PL. The most successful providers are those that view WMS technology as a growth enabler, not a constraint. Datex empowers that shift. With decades of 3PL expertise, our team understands the real-world complexity of managing multi-client, multi-facility 3PL operations.

That's why we built Footprint® WMS, a flexible, modern platform built specifically for third-party logistics providers. It delivers real-time inventory visibility, client-specific workflows, and the industry's most advanced billing engine, all designed to simplify operations and improve service delivery.

Armanious adds: "Our powerful billing engine automates everything from pallet-based charges to tiered rates, ensuring every agreement is billed correctly. Instead of reacting to cost overruns, 3PLs can anticipate expenses and manage budgets with greater confidence."

The impact can be dramatic: some 3PLs that moved from legacy systems to Footprint WMS uncovered 30% to 40% more revenue they hadn't been billing, while one provider discovered it was undercharging a client by $7,000 every month for the prior three years

One of Datex' customers, leading 3PL Watco, adopted Footprint WMS to automate their billing and standardize their operations. Mobile tools and barcode scanning now deliver real-time visibility, while system integrations and a customer portal improve accuracy and access to information. The result is greater efficiency, consistency and customer trust across all of Watco's facilities.

Watco's VP of Business Solutions Justin Marr puts it simply: "Footprint WMS enables our operations to grow because of its inventory accuracy, efficiency, transparency and real-time visibility. Our customers like that."

From EDI-ready integrations to branded customer portals, the Footprint WMS platform empowers 3PLs to strengthen client relationships, streamline processes, and uncover new revenue opportunities.

"Every 3PL we work with is under pressure to do more with less," continues CEO Mike Armanious. "Footprint WMS delivers clarity on how this can be achieved. You see where you're losing money, where you can improve accuracy and how to cut out wasted effort."

With the solution's built-in low-code configurability, operators can tailor workflows, automate processes, onboard clients faster and adapt quickly to each client's unique requirements without waiting on developers or change orders. Whether scaling to new sites or adding value-added services, Datex provides the flexibility, control, and reliability 3PLs need to scale faster, onboard smarter, and exceed customer expectations.

Repeatedly recognized by Gartner®, Inc., as a Notable Vendor in the Midmarket Context: Magic Quadrant™ for WMS, Datex continues to set the standard for performance, flexibility and customer success.

Ready to deploy your secret weapon? Get instant access to Footprint WMS.