

LOGISTICS MANAGEMENT – Logistics Portal

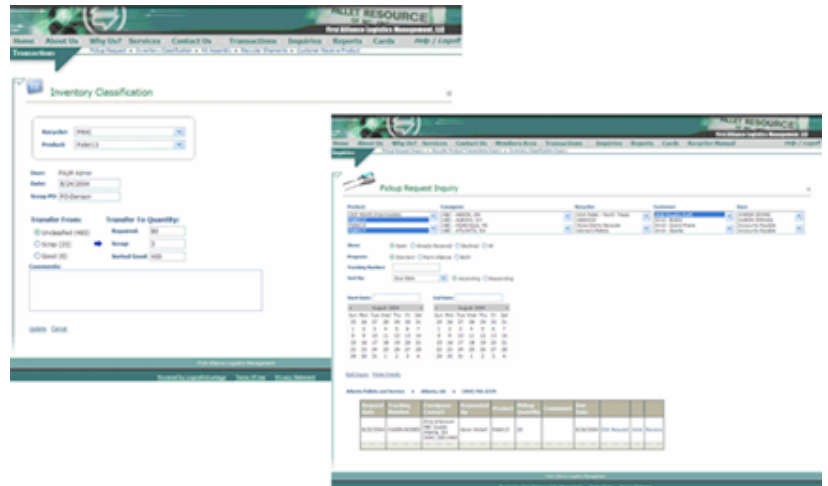
Overview

Charlotte-based First Alliance Logistics Management LLC specializes in the logistics of pallets, pallet systems, and other returnable packaging. Their efforts help their clients to spend less time on packaging logistics and more time on doing what they do best. First Alliance has combined a supplier network of 150 service centers with the extensive capabilities and resources of its partner companies, which include 20 leading pallet manufacturing, recycling and repair companies with 42 locations nationwide. First Alliance also facilitates and eliminates the pallet exchange process between shippers, carriers and receivers in grocery and consumer products industries.



Business Needs

First Alliance's goal was to provide their clients with an online Internet-based inventory management, resource demand planning and asset tracking system. The application needed to provide detailed reporting of each movement, reducing their customer's new shipping asset purchases and enabling them to have a smaller pool of shipping assets, higher rates of recovery and increased asset velocity.



Strategy

Logical Advantage was hired to develop a comprehensive system incorporating a web-based platform, credit card processing and integration with a voice recognition system. We installed a Microsoft .NET® open source content manager so a non-technical resource could manage the content on the website. In addition, we built custom modules to utilize the Microsoft .NET® framework, which were then plugged into the content manager.

Benefits

First Alliance has benefited from a reduction in administration time, faster and easier count reconciliation, and enhanced customer satisfaction. By having their own in-house, custom-built solution, FALM was able to sever its dependency on a third-party, ASP hosted solution, thus eliminating the need for paying costly transactional fees. In addition, the eight accounting integration touch-points have resulted in large labor savings, and enabled FALM to capture detail into their system that was previously cost-prohibitive. The integrations have also removed the need for double entries and the risk of costly human error. By selecting a Microsoft .NET® open source content manager, we were able to:

- use the content manager as a framework for the website development, taking advantage of many free modules and role-based security features
- meet the client's requirements for an easy-to-use system whose content could be maintained by non-technical resources
- implement a system that complemented existing investments in Microsoft technologies

About Logical Advantage

Logical Advantage is an award-winning, full-service Information Technology consulting and application outsourcing company. We are dedicated to providing high-quality, cost-effective custom software development and consulting services. We specialize in mastering complex business challenges, delivering mission critical solutions backed by our deep expertise and proficiency in Microsoft® technologies.