



Lineage Logistics: “We choose for innovation, stability and a futureproof system.”

Lineage Logistics, the world’s largest and most innovative temperature-controlled industrial REIT and logistics solutions provider, offers services for the complete supply chain for frozen goods – from receiving goods, to warehousing, value added activities and transportation. The logistics service provider started in the US, but is currently operating in around the world, from North America, Australia, New Zealand, Asia and Europe. Their customers have access to the largest and most dynamic network of cold storage facilities in the world.

To help these customers achieve their success, both now and in the future, the international logistics service provider is constantly expanding their infrastructure. Lineage Logistics Europe decided that 3PL Dynamics would be the standard WMS for Europe.



Lineage Logistics is leading in cold storage and the total supply chain for frozen goods. The logistics service provider is always aiming to be the most innovative provider of cold storage warehouses in the world.

Innovative, stable and futureproof

Peter Bryssinck, Business Integration Manager at Lineage Europe started to work with 3PL Dynamics in the UK, Belgium and Netherlands in 2016. Peter: "We replaced an old WMS, because it was at its maximum in terms of new functionalities and extensions. We could no longer move forward."

"Very often we tend to like what we have and if we buy something new, it must do exactly the same as we have today. But that is not innovation."

The logistics service provider went on the search for a new WMS that would scale for the future. A customized solution was not an optimal solution. "Suppose I were to purchase a customized system and I have a wish for expansion. Then my system will be expanded, but in the long run it will become a wasp nest of all kinds of customizations. If you then want a new version, it takes a lot of time and money to bring all that customization into the new version. Sometimes it is not even possible to transfer the old version to the new one. And ultimately you have a system that can no longer be updated and no longer contains new functionalities."

And thus Boltrics' branch standard caught their eye. "It is a choice. If you say: I choose for innovation, stability and a futureproof system that can always be upgraded. Then you should choose for Boltrics."

Standard, but definitely not inflexible

"The main reason I was excited about the 3PL Dynamics was that the workflows are very flexible. We can actually implement everything that we can think of without developing. That is a huge advantage, because we can reduce the time of technical development testing."

Save the tree project: a paperless operation

"Together with Boltrics, we developed new HTML5 scan screens, which can present much more information than the Telnet scanners. We reduced the walking times of the forklift drivers dramatically. They no longer have to walk 100 meter through the cold to collect a piece of paper in the office. It is saving us a couple of FTE's in the warehouse."

"The lay-out of the screens and menus really match with the process we do on a day-to-day business."

"Besides, the driver does not have to leave his heated and comfortable forklift. He can just look at his screen, get assigned a new task and perform this task. For example, we send a pdf with information about which heavy pallets need to be loaded first. He can then simply put in all the required information."

Implementing internationally

As the world's largest cold storage provider, implementations take place all over Europe. "The good thing is that Boltrics has local partners. For example, in Denmark, we are working together with the local partner. These partners are really good connected to Boltrics, and they know exactly how 3PL Dynamics' WMS is set up. Besides, my Danish is not that good. The partners speak the local language and have the local culture. So, it is not only the technical knowledge of the partner that we use, it is also the local knowledge of the partner."

3PL Dynamics as the standard in Europe

"Lineage is concentrating on data and data analysis. Having one standard system all over Europe, makes life much easier for us. For example, all our facilities have set up the same types of workflows. So that means that all data between the facilities in Europe can very easily be compared within the facilities, as well as be picked up and send to the US data lake."

Facts & figures

- New sites from Lineage go live in less than 3 months.
- There are 5 implementations in 7 months.
- Lineage reduced the time of technical development testing thanks to the flexible workflows.
- Scanning via the App Platform saved Lineage a couple of FTEs in the warehouse.

About Lineage Logistics

Lineage is the world's largest and most innovative temperature-controlled industrial REIT and logistics solutions provider. Lineage's expertise in end-to-end logistical solutions, its unrivaled real estate network, and its use of technology combine to promote food safety, increase distribution efficiency, advance sustainability, lessen environmental impact, and minimize supply chain waste. As a result, Lineage helps customers ranging from Fortune 500 companies to small family-owned businesses increase the efficiency and protect the integrity of their temperature-controlled supply chain.