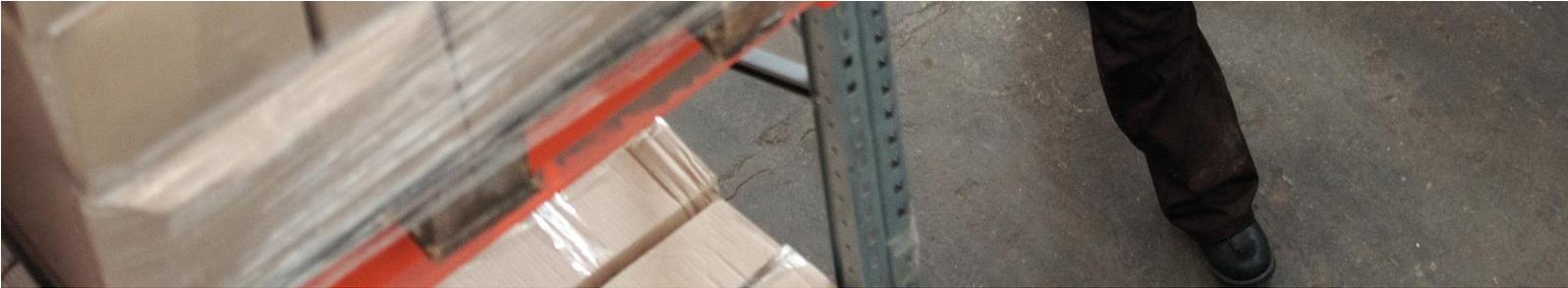




Rasla Logistics: "3PL Dynamics was not the only option, but it was the best option."

The logistics market in Saudi-Arabia is vastly emerging. Due to this rapid expansion of the logistics sector and the hot climate, the cold storage market is becoming more and more competitive. Rasla Logistics, established in 2020, offers customers in the food industry their cold storage services. In the controlled environment from -25 till +5 degrees, Rasla Logistics makes sure that food stays fresh and maintains its quality. Starting their warehousing processes with 10.000 pallet places, the logistics service provider is determined to expand towards 35.000 pallet places in the next ten years.

To efficiently streamline their cold storage processes and kickstart their business, Rasla Logistics opted for 3PL Dynamics. A WMS specifically designed for logistics service providers in the cold storage industry.



Rasla Logistics is a start-up in the Saudi Arabian cold storage industry. The logistics service provider offers the best service to their customers and focuses on meeting the many customer demands, so explains Thamer Abalkhail, Manager at Rasla Logistics. "Customers have many concerns. The facility itself, the maintenance, the operation, the safety measures, and hygiene measures that we take. Many customers want to know whether their products are in a safe place, as well as whether the activities, transactions and movements are accurate."

Due to the raising cost of operation, market competition and increasing customer requirements, Rasla Logistics needed a WMS that can help to efficiently streamline their logistics processes to kickstart their business from day one.

"We were looking for real-time knowledge of what is going on in the warehouse. This will be translated into the books as efficiency."

On the search for the right WMS

As a start-up logistics service provider, choosing the right WMS is incredibly important. A bad buy is the last thing you need, explains Thamer Abalkhail. "Choosing the right WMS reduces the costs and increases the productivity within the operation. It is an important part of our organization, as it streamlines the productivity, it will enhance a more accurate utilization of space and reduction of mismanagement. A WMS is part of the operation, just like the warehouse itself."

"We compared different vendors and different solutions. We know that Netherlands is a big hub for logistics, within Europe. We assumed that, if there is a solution in Netherlands, it will probably be among the best."

Software designed for cold storage

The branch standard solution is developed with the input of logistics service providers. It is flexible and modular, offering batch registration, temperature control, SSCC and EDI.

"We found 3PL Dynamics to be very interesting, due to the fact that it is specialized in cold stores."

"We were not interested in customized software. We were looking for a standard solution, examined, verified and used within the cold storage industry," says Thamer. "We believe that 3PL Dynamics' WMS is a great solution. It was not the only option, but it was the best option."

"The functionality of 3PL Dynamics is great, the interface is easy. It is a really good solution."

The branch standard in Netherlands and beyond

At Rasla Logistics they were not surprised that Boltrics, the developer and driving force behind 3PL Dynamics, steadily expands internationally. "It simply adds to the solution when it has been examined internationally by different suppliers and users. When I have an optimisation request for the software, it enhances the software. When someone in Netherlands has additional input then this will also be adding up to the solution, which I can benefit from. I have the choice to add it to my solution."

International partner network

The WMS of Rasla Logistics was implemented together with the local partner Evincible Solutions. "Working together was very productive. What we achieved in a very short time, was really impressive. The local partner has really been an added value. Not only was it easier to communicate, but any ERP solution has a certain degree of specifics related to the country itself. Evincible Solutions made it easier and more explainable to us, which added up to a better pace of a successful implementation."

Successful at Rasla Logistics and promising for you:

- **Avoid customization** and focus on the flexibility and added value of the solution.
- **Profit from the local know-how** of the international partners of Boltrics.
- **Benefit from each other**, by optimizing the software together with the logistics sector and Boltrics.

About Rasla Logistics

Rasla Logistics is a cold storage logistics service provider in Riyadh, Saudi-Arabia. The company was established in 2020 and is focused on the food business and long storage specifically.