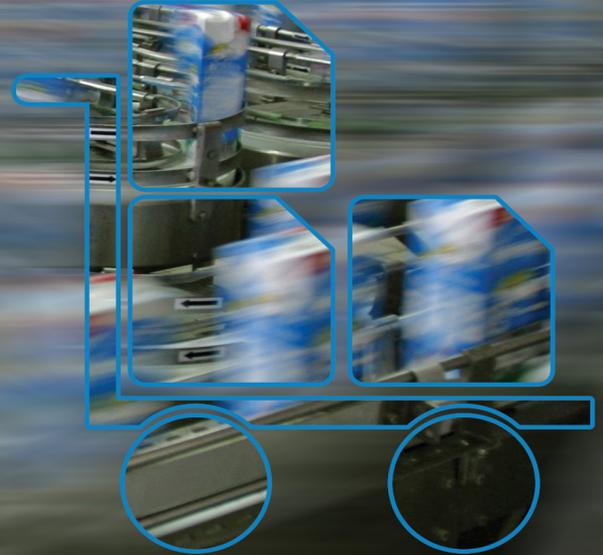


# CASE STUDY: GAY LEA FOODS

Canadian dairy cooperative makes huge gains in accuracy and efficiency with HighJump Warehouse Management System



## Quick Facts: Gay Lea Foods

**Distribution Centers:** 14

**Solution:** HighJump Warehouse Management System

## COMPANY PROFILE

Gay Lea Foods is a dairy product cooperative in Canada that produces a variety of dairy products for retail, food service, industrial and export markets. Founded in 1958, it is the second-largest dairy co-op in Canada, owned and operated by Ontario milk producers and representing approximately 25 percent of all Ontario dairy farms. It has 12 production facilities and distribution centers across Ontario and Quebec.

## CHALLENGE

As a dairy foods company, Gay Lea had to keep extremely accurate and detailed accounts of its inventory, including shelf life requirements, code dates, and recall details. As the company grew, many of its original processes and procedures, such as manual stock location and time-consuming physical inventory counts, could not keep up. Inventory accuracy was about 40 percent, and visibility into stocks at its various warehouse sites had to be improved.

## SOLUTION

Gay Lea Foods knew that it needed a flexible, accurate warehouse management system (WMS) in order to grow and become a top-rated food company. After a thorough search of vendors and site visits to some of the vendors' customers, it selected to implement



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- Doug Lamacraft,  
Supply Chain Account Manager,  
Gay Lea Foods

HighJump WMS at its 14 sites. The tier 1 HighJump WMS provides a foundation of best practices for receiving, put-away/flow-through, inventory management, order processing, replenishment, pick/pack and loading, and shipping. Most notably, it also provides customers with the unique ability to build their own business processes using HighJump configuration tools.

"The flexibility of the system was the main reason we chose HighJump," said Doug Lamacraft, supply chain account manager, Gay Lea Foods. "It provided the WMS best practices that we needed for our operations, and we could do our own configurations to the system, which helps keep our cost of ownership low."



## RESULTS

With the HighJump WMS, Gay Lea Foods has increased its inventory accuracy to +99 percent at all of its sites. Products can be found in mere minutes instead of hours, and recall efforts can be executed at the touch of a button.

The ability to configure the WMS to the company's changing needs has also been beneficial. "We've created a lot of our own search pages that help us track inventory according to Canadian Dairy Commission requirements," said Lamacraft. "We've developed a lot of screens for their requirements and so that we can work with their systems. Having the ability to do that ourselves has been huge."

Sharing inventory data with Gay Lea's ERP system gives schedulers greater visibility into current stocks. Year-end inventory counting that used to take 20 people 10-12 hours to execute now happens at the flip of a switch. "It's also been very helpful for our auditors," said Lamacraft. "We can prove that we have a good, accurate and reliable system." "With greater inventory visibility, we've improved our fill rates and other KPIs tremendously," said Lamacraft. "HighJump will definitely continue to be a part of our operations as we grow."

## ABOUT HIGHJUMP

In almost every industry, buyers are becoming more fickle, and more demanding. For logistics executives, effectively meeting buyer needs has become a relentless quest for speed and agility. Traditional supply chain solutions – siloed, complex and hard-to-implement – no longer suffice, as competitors find ways to deliver goods faster and more profitably.

In this "now" economy, HighJump helps you stay agile, with adaptable, connected solutions that harness the power of your trading partner community. From the warehouse to the storefront, from the desktop to the driver's cab, we can help you achieve new levels of supply chain responsiveness, performance and profitability.

HighJump's suite of warehouse management, business integration, transportation management, and retail/DSD solutions form a complete, powerful and adaptable platform that allow you to drive growth, customer satisfaction and revenue. **HighJump: supply chain accelerated.**

[www.highjump.com](http://www.highjump.com)



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If you have any questions regarding HighJump or how our products can improve your business, our passionate team is here for you.

**Call us today at 800.328.3271. or email [info@highjump.com](mailto:info@highjump.com)**

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