

Case Study

Warehouse Management



# SuperFrio Optimizes Its Cold Chain Logistics with Blue Yonder

## Results

- 16% reduction in labor costs
- 99.95% picking accuracy rate
- Reduced closed-pallet operations start-up time from one week to 24 hours

## A 16% reduction in labor costs

“SuperFrio’s warehouse operations are complex, with 10,000 stored SKUs, 300,000 pallet positions and 15,000 vehicles dispatched monthly across 22 distribution centers. By providing robust control and visibility of all these activities, Blue Yonder’s warehouse management solution has significantly decreased the manual efforts of our employees. As a result, we have reduced labor costs by 16%.” — **CEO, SuperFrio**

## Challenges:

- With more than 1.8 million cubic meters of refrigerated space, SuperFrio is South America’s leader in refrigerated logistics. The company operates 22 distribution centers (DCs) across Brazil and has five more under construction.
- To support its ambitious growth plans, Super Frio decided to replace its legacy warehouse software and manual processes with a new level of speed and automation to standardize processes and improve quality, accuracy, efficiency and customer responsiveness.
- Super Frio began implementing Blue Yonder’s warehouse management solution in select DCs in 2018, and today the solution is delivering impressive results across all 22 warehouses.

## A 99.95% accuracy rate for warehouse picking via automation

“While reducing labor expenses, Blue Yonder’s warehouse management solution has also greatly improved SuperFrio’s customer service. Picking activities supported by Blue Yonder have achieved a 99.95% accuracy rate. We’ve replaced manual work, human errors and rework with automation, artificial intelligence and machine learning. By modernizing our warehouse operations, SuperFrio is positioned for profitable growth.”





## Faster start-up times for new customer operations

“Another significant benefit is that SuperFrio can start new customer operations much faster. For closed-pallet operations that do not involve picking, the start-up time has been reduced from one week to 24 hours. For complex operations that include picking, the start-up time has decreased from two months to three weeks. Blue Yonder enables us to quickly generate new operating models and roll them out.”

## Fewer software customizations, IT investments and distractions

“Blue Yonder’s warehouse management solution has all the functionality SuperFrio needs, without the need for customizations or specialized customer interfaces. The cloud delivery model enables infinite scalability, at a competitive cost and with the speed we need to support our growth plan. As a result, we can focus on our customers’ needs and minimize distractions.”

### Solution benefits:

- Blue Yonder warehouse management is a comprehensive, highly scalable, real-time software-as-a-service (SaaS) solution that comprehensively optimizes SuperFrio’s task management, labor productivity and inventory movements.
- Warehouse management capabilities from Blue Yonder enable a digital environment and optimize every operations step to ensure accuracy, efficiency, compliance and desired customer service levels.

- Blue Yonder supports faster time-to-value with implementation templates, simplified process changes, better onboarding and quick implementations. SuperFrio’s business needs are continuously met, without the customizations that make software upgrades painful and costly.

## Blue Yonder’s expertise

“Blue Yonder’s warehouse management solution allows us to focus on our core business. Today we are growing at an extremely fast pace and have been able to quickly integrate new or existing DCs, as well as start new and complex operations in any of our warehouses. With Blue Yonder, SuperFrio is sustaining profitable growth while refining warehouse operations for our refrigerated logistics centers.”  
— CEO, SuperFrio



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