

Case study

Warehouse Management



With Blue Yonder, Prinsel is Positioned for Profitable Growth

2%

inventory reduction

30%

improvement in warehouse efficiency

62%

reduction in fulfillment time

Reducing inventory by 2%, while improving warehouse efficiency by 30%:

“Inventory control is absolutely critical to Prinsel because it represents cash flow. Having unsold inventory or stock-outs dramatically impacts our profitability. Blue Yonder’s automated warehouse management has increased our fill rates, leading to a 2% inventory reduction and a 30% improvement in warehouse efficiency. The benefits we’ve experienced are huge.” — **Chief Executive Officer**

For 40 years, Prinsel (Productos Infantiles Selectos) has been a leading importer and distributor of toys and other children’s products, serving customers in Mexico and Central America.

Business challenge:

Prinsel operates two busy distribution centers that manage over 1,000 SKUs, 7,000 shipments and 2.5 million individual boxes each year. These warehouses were managed by manual processes that made it hard to find and ship products. Both customer service levels and financial results were negatively impacted by a lack of visibility.

The Blue Yonder solution:

To optimize its operations, Prinsel partnered with Blue Yonder on an implementation of warehouse management capabilities that would increase both visibility and control. Netlogistik supports the implementation by providing ongoing data management.

Slashing fulfillment time by 62%:

“Prior to implementing warehouse management capabilities from Blue Yonder, we were using manual processes and a lot of paper. Our aisles were blocked because we didn’t understand our capacity. We knew we had products, but it was hard to find them. We struggled to get shipments done in time to meet our orders. Now that Blue Yonder is automating the storage and retrieval of products, we’ve reduced the average fulfillment time from two hours to 45 minutes.”





A flexible solution that supports omni-channel growth:

“The main challenge we have today is supporting efficient, fast logistics, especially as we grow our ecommerce sales. We need to reach all our customers, across all channels, in the fastest, most reliable and secure way. Blue Yonder warehouse management has the capacity to expand, with no limits. We don’t have to keep adding modules; it covers all the needs that we forecast for the next 10 years.”

Leveraging the experience of 400 joint implementations:

“Blue Yonder and Netlogistik have partnered on over 400 customer implementations in 20 countries. We view the combination of Blue Yonder’s software and Netlogistik’s database management as one of the best solutions worldwide. Both the technology and the service we’ve received have been exceptional. It would be my number one recommendation for warehouse management.”

Solution benefits:

- Blue Yonder’s warehouse management solution positions Prinsel to thrive in an ever-changing world. It enables the company to quickly adapt to disruptions and optimize tasks to meet customers’ cost and service expectations.

- Artificial intelligence engines in Blue Yonder warehouse management ingest real-time data from customers and partners, then synchronize a strategic response that maximizes outcomes across the extended supply chain.
- To support a Unified Logistics approach, Netlogistik implements and consults on Blue Yonder’s warehouse, labor and transportation management solutions, relying on more than 170 accredited developers and consultants who provide 24/7 support.

Blue Yonder’s expertise:

“We can highly recommend Blue Yonder’s warehouse technology, together with Netlogistik, because it’s changed our culture and our way of working. It made our processes more efficient, bringing financial benefits. It’s like being in a dark room and not seeing what is there. With Blue Yonder, it was like turning the lights on in the warehouses and seeing everything. We can’t imagine working without Blue Yonder.” — **Chief Executive Officer**

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