

# How Delmar Delivers on Time, Every Time

CUSTOMER STORY





## About Delmar

Delmar International is a privately held global supply chain solutions provider with offices at key gateways worldwide. Core services include freight forwarding (air, ocean and ground), customs services, and warehousing and distribution. Delmar also offers technology solutions, supply chain management and trade consulting. Serving SME to Fortune 500 companies, Delmar delivers tailored strategies to optimize any supply chain. From the first to the last mile, Delmar abides by its tagline, *Logistics Made Simple*.

## Executive summary

In the ultra-competitive third-party logistics (3PL) market, customers demand exceptional performance. Delmar has met this demand by improving order accuracy, enhancing compliance and increasing speed to market.

Tecsys' Elite™ Warehouse Management System (WMS) integrates with Delmar's order management and transportation management systems. This integration helps the company fulfill the right order, on time, every time, while adapting to rapidly changing order mixes.

The seamless flow of data across Delmar's systems and Elite™ WMS provides real-time visibility into inventory levels and order status. By using Tecsys' business intelligence tools Delmar gains critical insights that drive strategic operational decisions. Sharing inventory and order fulfillment status with its customers adds transparency and value, giving Delmar a competitive edge while reinforcing their position as a trusted logistics partner.

## Leading the effort

**Jamie McLoughlin**  
Managing Director

**Laura Cilio**  
Process Design Engineer

**Rick Rodrigues**  
D.C. Manager

**Peter Brolley**  
Integration Analyst



## Challenge

The 3PL market is rapidly growing. With greater competition, providers are increasingly pressured to operate with efficiency, speed and flexibility.

“Customers today, their business is changing,” said Jamie McLoughlin, managing director of Delmar Logistics. “They have increased pressure for speed to market. They need to be able to turn their goods over quickly and get them to the end consumers.”

As Delmar grew through acquisitions of other 3PL businesses, it inherited legacy software systems that struggled to meet the demands of its customer base. These outdated systems led to higher product returns, driven by both mis-picks during fulfillment and incorrect items being orders by end consumers.

Compliance was an additional challenge. As Delmar’s system integration analyst, Peter Brolley, explained:

“We have various clients with various requirements so operations and technology have to come together very collaboratively in a cross functional manner so we can agree on a solution and a way to implement it that will satisfy the requirements we are faced with.”

“The enhanced speed to market out there makes it difficult to meet every compliance requirement,” added Delmar D.C. manager, Rick Rodrigues. “That has been a common challenge across all 3PLs.”



*“How do we get the order so when we pick it and pack it and ship it, it is 100% accurate?”*

**Jamie McLoughlin**  
*Managing Director*  
*Delmar Logistics*



# Results

## Speed and accuracy to meet customer demands

Delmar leverages Tecsys' Elite™ WMS as the third pillar of its top-tier technology infrastructure. This has improved order accuracy, enhanced compliance and increased speed to market.

Elite™ WMS empowers Delmar's pickers to make quick and accurate decisions, attain flawless execution and deliver excellent customer service. The solution empowers the company to consistently deliver accurate orders on time, even in the face of challenges posed by shifting order mixes.

## A competitive edge to support growth, flexibility

Implementing Tecsys has allowed Delmar to provide comprehensive 3PL services to its warehousing and distribution customers. It also offers unique value-added services to attract new business. With integrated solutions and automated processes, the company has gained the flexibility and scalability to rapidly onboard new customers.

"Tecsys for Delmar is a true partner," said McLoughlin. "Their platform is very scalable for our customers' needs today. The more advanced technology [we] have and [our] ability to deploy it at a rapid pace only brings more value to our customers and [their] business needs."

## Visibility and actionable insights to empower customers

The flow of data between integrated software solutions, combined with Tecsys' business intelligence tools, provides Delmar with strategic insights to maintain a competitive edge in today's demanding market.

Additionally, the 3PL provider is sharing key information and insights with its customers, including real-time inventory levels, order status and shipping updates.

"Technology today gives our customer a clear viewpoint in real time into what their business is doing and what we are doing to manage it – and how effectively are we as a 3PL, the experts running their business, at managing their service level agreements (SLA)," said McLoughlin.



*"With today's technology, we can be fast and accurate. The key is accelerated efficiencies not only inside the four walls, but from cradle to grave."*

**Laura Cilio**

**Process Design Engineer**

Delmar Logistics







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**Jamie McLoughlin**

*Managing Director  
Delmar Logistics*

## Ready to optimize your supply chain?

Learn how Tecsys' Elite™ WMS and business intelligence solutions can help streamline your operations, enhance order accuracy, giving your business a competitive edge.

**LEARN HOW**



*Discover how Tecsys transforms 3PL  
challenges into opportunities*

**ACCESS NOW**

# About **Tecs**sys

Since our founding in 1983, so much has changed in supply chain technology. But one thing has remained consistent across industries, geographies and decades – by transforming their supply chains, good organizations can become great.

Our solutions and services create clarity from operational complexity with end-to-end supply chain visibility. Our customers reduce operating costs, improve customer service and uncover optimization opportunities.

We believe that visionary organizations should have the opportunity to thrive. And they should not have to sacrifice their core values and principles as they grow. Our approach to supply chain transformation enables growing organizations to realize their aspirations.

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[How to Leverage Technology and Your Team to Achieve the Perfect Order](#)*



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