



Birchall Foodservice

Warehouse Transparency and Traceability with Highjump WMS achieved

ABOUT

Birchall Foodservice is a family run business supplying ambient, fresh and frozen foods, catering sundries, alcohol and barsupplies to independent caterers across the care, education and hospitality sectors. Birchall Foodservices provides a next-day delivery service to hundreds of businesses in the North of England, Midlands and North Wales.




Birchall Foodservice had spoken with Balloon One previously, after a supplier had let them down. So as Watson explains, "Balloon One was the natural choice." She continues, "Not only were they a HighJump partner, but they also 'got us' and our business. Plus we found them realistic and honest in their appraisal of our needs and the application of the recommended solutions."

MANUAL SYSTEMS AND DUPLICATION OF EFFORT




Birchall Foodservice had been using a paperbased warehousing system. Operations Director, Nicola Watson, says, **"Our warehousing system suffered from poor housekeeping, with inadequate inventory records and a lack of KPIs. Plus, we had two stock systems that meant we were duplicating work. We needed a warehouse operation that was more efficient and more transparent."**

Balloon One carried out a full implementation of HighJump WMS and integrated it with Birchall Foodservice's back office system, Microsoft Dynamics GP, making it paperless through the employment of handheld scanners. Watson recounts how the project went: "Like most projects, there were little hiccups along the way. However, unlike before, there were no show stoppers and Balloon One consummately handled the implementation and quickly resolved any minor issues."



QUICK FACTS

-  Established in 1939.
-  150 staff
-  Service depots in Burnley, Durham, Sheffield and Stoke on Trent.

BUSINESS CHALLENGE

-  Inadequate inventory records.
-  Duplication of work.
-  Lack of KPIs.

SOLUTION

-  Implemented Highjump WMS.
-  Integrated Highjump WMS with Microsoft Dynamics GP.





EFFICIENT STOCK REPLENISHMENT AND ACCURATE PICKING

HighJump WMS – previously known as Accellos One – had been partially implemented eight years prior to this by another supplier. But the implementation had failed and Birchall Foodservice pulled the project, feeling very let down by the supplier. However, the benefits that the HighJump WMS application offered were still relevant to the company's operations, and so it was still interested in deploying the solution. Watson acknowledges that the HighJump WMS solution can deliver even more, revealing, "There's still so much more we can do – but it's still early days."

Once initiated, the new warehouse solution quickly proved its worth. Confirms Watson, "It has been a successful implementation that has given us transparency and traceability within our warehouse operation."

Birchall Foodservice has benefitted from efficiencies with stock replenishment, and picking is more accurate too. The barcode scanning system has improved and simplified processes within the warehouse. Elaborates Watson, **"It's great for new members of staff as the scanner gun instructs them what to do, making it virtually foolproof."**

Around 40 warehouse and operations staff use the new system. As with any overhaul of an operational system such as this, there was an initial hesitation. But Watson attests that staff have now very much embraced the change.



Find out more about whether HighJump's Warehouse Management Solution for SMBs is suitable for your business requirements by downloading the product whitepaper below.

[HighJump Warehouse Edge.](#)

With over 80 implementations of the solution over the last decade, Balloon One is the leading warehouse management system partner in the UK.



ABOUT BALLOON ONE

Balloon One distributes, implements and supports business software and supply chain applications for distribution, manufacturing and e-commerce companies. We typically work with organisations that turn over in excess of £4m.

We recommend solutions and tailor them so that they correspond perfectly to our clients' needs, helping to streamline processes, save resources and costs, give companies the information they require when needed and to manage operations to improve efficiency.