

"Selecting a new WMS was a very important business decision for Murphy. ATS understood and met our objectives, completing the selection process on time, on budget and with great customer satisfaction. ATS continues to serve Murphy as a trusted advisor in the strategic migration plan."

– Thomas Griep, CFO  
Murphy Warehouse Company

# ATS Helps Warehouse & Logistics Leader Make the Smart Tech Choice

Murphy Warehouse Company is a top Minnesota Warehousing and Logistics provider, offering warehousing, transportation, fulfillment, international services, rigging and customized business logistics. As shared by Richard T. Murphy Jr., CEO, "The company's longstanding business success is grounded in three practices: understanding the needs and requirements of our customers, delivering exceptional logistics service and staying true to core company values."



Murphy is one of the Upper Midwest's largest asset-based logistics firms, serving more than 300 customers throughout close to 3 million square feet in Minneapolis and St. Paul, Minnesota, and Kansas City, Missouri. Since its founding in 1904, the company has been helping its customers move, store and ship freight throughout the Upper Midwest and internationally. Today, Murphy's team of approximately 200 dedicated employees is experienced in and committed to providing customers with excellent logistics solutions, no matter how complex the assignment.

It takes a lot to deliver the high quality services Murphy provides to customers, and it currently takes a lot of labor to support them. This is due to a lack of real-time scanning end-to-end, from receiving through shipping. It is also due to the limitations of a legacy warehouse management system (WMS) in supporting the day-to-day requirements of Murphy clients and the customer services staff who support them. The WMS has a 30-year history and a strong base of clients, but its platform is antiquated, and many 3PL owners have migrated to other options better suited to their clients' increasing demands.

Murphy is utilizing and happy with TMW as its Transportation Management System (TMS) and Microsoft Dynamics SL for its business financials. The company's priority was to plan for and implement a new WMS. As the team looked at various software vendors, they were pleased that some offered transportation management and accounting as part of their solutions. This is one of the reasons that developing and prioritizing Murphy's business requirements was critical in the selection process.

There are very significant opportunities at Murphy for greater efficiency and cost savings in implementing a new WMS. The management team currently tracks KPIs on a monthly basis, and this will be a strong factor in quantifying the improvements and ROI associated with the selection and implementation of a new WMS.

**Who did they turn to? ATS. Turn the page to learn how we helped deliver significant ROI . -->**

*"As technology and customer demands continue to evolve at a faster pace, it is increasingly difficult for companies to make these decisions alone. ATS background and expertise was instrumental in guiding us through the WMS selection process and making the right decision for Murphy."*

– Keith Shypulski, IT Director  
Murphy Warehouse Company

## About ATS

ATS' team of experts can find the right technology solutions for you, deploy them time- and cost-effectively, manage the change and ensure long-term success. If you need to thrill your customers, operate more efficiently and drive profitability, you need ATS.

**Learn more at  
[advantage-ts.com](http://advantage-ts.com)**

## Business Challenge

The business challenge for Murphy was the WMS software selection process. The team tried to do it themselves, but they realized this major business decision was more challenging than they expected and needed assistance. The IT Director reached out to a number of colleagues, and "...everyone said we should speak with ATS" due to a proven track record of helping 3PL companies like Murphy implement successful projects such as this on time, on budget and with great customer satisfaction.

## Project Success Factors

- Senior management buy-in
- Cross-functional team: Financial, Operational, Customer Service, Technical and Sales
- Documented Murphy's business requirements
- Targeted six WMS vendors
- Conducted a series of meetings with each and surveyed Murphy team members afterward
- Provided objective analysis of each vendor's abilities to meet Murphy's specific requirements:
  - Functional capabilities
  - Technology platform and capabilities;
  - Ease of use and training;
  - Scalability; and
  - Communication with Murphy's clients
- Due diligence – company comparisons, customer reference calls and a site visit
- Contract analysis and negotiation including professional services for implementation

## Results

- Per Murphy's stated goal, the WMS selection process was completed in six months.
- The analysis of the WMS vendors was comprehensive, not merely in WMS core requirements but also in their ability to integrate with Murphy's transportation and accounting systems.
- This led to the conclusion that Camelot 3PL Software was the best solution. Camelot's software is built on Microsoft Dynamics NAV, the Excalibur WMS consistently rated highest in all surveys, and the Excalibur TMS provided the functionality to replace TMW. This will enable Murphy to ultimately run the business on one platform, providing great long-term ROI.
- Professional services for configuration, training and implementation were reviewed up front and documented in the proposal, minimizing risk and maximizing Murphy's ability to manage the project and achieve its objectives.
- The project is off to a tremendous start with successful customer conversions in two facilities, including a challenging consumer products client requiring EDI and product labeling. The customers who have migrated are happy and so is the Murphy team. ATS continues to serve as a trusted advisor in the two-year migration plan.

**Advantage Technology Solutions**

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