

# CASE STUDY: BUSINESS LINES

3PL provider in Russia supports growing customer network  
with HighJump™ WMS



## QUICK FACTS: BUSINESS LINES

Headquarters: St. Petersburg,  
Russia

Number of Employees: 20,000+

HighJump Solution:  
HighJump™ Warehouse  
Management System

## THE COMPANY

It didn't take long for Business Lines to become one of the leading logistics providers in Russia. Founded in 2001 when several businesses joined forces, the company offers warehousing, storage, full truckload and less than truckload (LTL) shipping and last-mile delivery, employing more than 20,000 people. Today, Business Lines is the largest cargo company in Russia, comparable to UPS or DHL in the United States.

In 2013, the company made the strategic decision to begin offering third-party logistics (3PL) services at its warehouses. While that opened up a major revenue stream, it brought obvious challenges. That sparked the need for a best-of-breed warehouse management system (WMS), which was not needed before launching that new wing of the business. The organization handles everything from clothes to electronics to construction materials to tobacco and more.

## THE SITUATION

When Business Lines launched its 3PL business, it used an ERP system as a makeshift WMS. The team made countless improvements to the software so it could better execute tasks around the warehouse – goods were managed as “invoices” – however, it lacked the functionality to manage the varying needs of different 3PL customers.



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– Igor Rudov, Director of 3PL Department, Business Lines

Leadership recognized the need for a dedicated warehouse management system. It needed a solution with the functionality, adaptability and scalability to be effective in this demanding environment at an affordable price.

Business Lines also needed a WMS that could support cloud deployment. It wanted to install one central server and then run multiple remote warehouses off that server.

### THE SOLUTION

Business Lines found a system that met all its requirements in HighJump WMS. It had the flexibility to accommodate 3PL customers in a variety of industries with disparate requirements.

"The 3PL business is built on the provision of offering excellent service to customers, whose requirements can be very different," said Igor Rudov, Director of the 3PL Department at Business Lines. "We needed an opportunity to adapt to each client, and the flexible approach of HighJump WMS allows us to do just that."

HighJump WMS was scalable not only in the sense that it could support future growth but also in that it could be deployed relatively quickly and easily. That was critical because the organization needed to launch the solution at 40 warehouses that deliver to 1,800 cities across Russia.

When it came to price, Business Lines factored in the cost of a basic license, additional user licenses, technical support, implementation and customizations. After looking at all those factors, HighJump WMS was among the most affordable options.



Additionally, the cloud deployment allowed the company to avoid installing a server in every remote warehouse, significantly lowering the original investment and shortening the timeline for return on investment (ROI). HighJump's cloud support in the WMS also allowed Business Lines to outsource server installation to a third-party hosting company, decreasing expenses and making the solution more reliable.

Before implementing the solution for the first time at a warehouse in St. Petersburg, Russia, the company evaluated its business processes as well as the needs of a customer (in this case, a producer of animal feed). It launched the WMS at that warehouse with the help of a HighJump partner, Altyc, and created an in-house development team to maintain the software. That initial deployment took about one month.

The development team and Altyc then moved on to other warehouses and future deployments were done in a matter of weeks. Business Lines eventually launched the WMS at 40 warehouses without outside help.

## RESULTS

With HighJump WMS up and running across Business Lines' distribution centers, it serves a growing network of clients situated throughout the largest country in the world. It has seen major efficiency gains while improving the level of service offered to customers.

"Today we provide effective 3PL operations to more than 350 3PL customers from 40 warehouses across the country, which are situated from the West (St. Petersburg) to the Far East (Vladivostok)," Rudov said. "HighJump WMS has wide operational functionality. This wide functionality allows us to service our 3PL parties carrying practically any products you can imagine."

The organization still uses the 1C ERP that once served as a placeholder for the WMS, though today it strictly handles accounting while the HighJump system directs warehouse activities. Whenever it needs to change processes within the system, it reaches out to Altyc, who contacts HighJump support if necessary.

As the company keeps expanding – both in the amount of product moved and the range of services provided – it will continue to rely on HighJump WMS. Just as hoped, it is a solution that will facilitate and support Business Lines' future growth.



## ABOUT HIGHJUMP

In almost every industry, buyers are becoming more fickle, and more demanding. For logistics executives, effectively meeting buyer needs has become a relentless quest for speed and agility. Traditional supply chain solutions – siloed, complex and hard-to-implement – no longer suffice, as competitors find ways to deliver goods faster and more profitably.

In today's "now" economy, HighJump helps you stay agile, with adaptable, connected solutions that harness the power of your trading partner community. From the warehouse to the storefront, from the desktop to the driver's cab, we can help you achieve new levels of supply chain responsiveness, performance and profitability.

HighJump's suite of warehouse management, business integration, transportation management and retail/DSD solutions form a complete, powerful and adaptable platform that allow you to drive growth, customer satisfaction and revenue. **HighJump: supply chain accelerated.**

## THE HIGHJUMP TEAM IS HERE TO HELP!

If you have any questions regarding HighJump or how our products can improve your business, our passionate team is here for you.

**Call us today at 800.328.3271. or email [info@highjump.com](mailto:info@highjump.com)**



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