



**PACKMANAGER®**

**DESIGNED TO POWER  
VALUE-ADDED SERVICES**

# VAS: The New Frontier for 3PL Growth



The rise of consumer demand for personalization is adding complexity to your customer's supply chain. As your brand customers are challenged with meeting regional, seasonal, and retailer-specific requirements for products and promotions, they turn to you for agility and scalability in their supply chain.

Your ability to incorporate last-mile customization through value-added services (VAS) helps your customers reduce costs, shorten lead times, and better coordinate on-time, in-full delivery of products to market.



**22%** of 3PL users say that they're already using 3PLs for last-mile customization and value-added packaging services, including product labeling, packaging, assembly, and kitting services.

**2016 Third-Party Logistics Study**

To be a supplier of choice, you need to offer value-added services including last-mile customization and packaging to help your customers reduce costs, shorten lead times, guarantee product quality and outpace their competition.



# Challenges of Winning in the VAS Market



Despite the enormous opportunity in VAS, there are significant challenges around delivering supply chain visibility. Compared to the warehousing and transportation components of your business, the complex and unique aspects that are inherent in last mile product and packaging customization is an even bigger challenge.

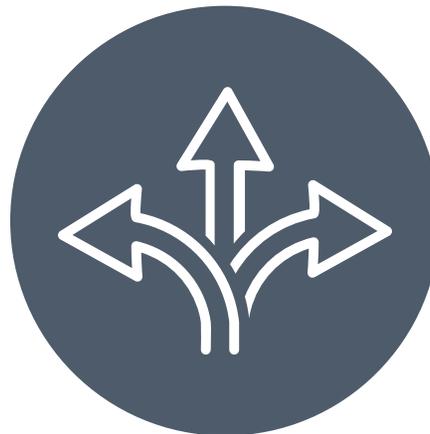
Are you challenged with delivering:

## Operational Control



You need to have a strong handle on cost, capacity, and performance in order to manage and improve your bottom line, shorten lead times, and improve quality control.

## Scale and Agility



You need to be adaptable and responsive to new opportunities with short turnaround times, and be an enabler, not a bottleneck for your customers.

## Strategic Value



You need demonstrate value beyond just order taking. Your customers rely on your relentless drive toward better performance and collaboration to improve the effectiveness of their supply chain.

# The Solution Designed to Help You Win VAS Business



Managing your VAS business isn't the same as managing your warehousing or transportation business. To deliver the level of operational control and customer service you need to profitably grow your VAS business, you need a solution that was designed to handle its complexities.

## **Purpose-built** TO HANDLE THE INHERENT COMPLEXITIES OF VAS



Harness the power of a solution that is **purpose-built to handle the complexities of your packaging, kitting, and assembly workflows**. Unlike your WMS and ERP, PackManager is designed for a multi-customer, co-mingled environment that is inherent in VAS. The solution can handle the uniqueness in workflows between each customer and job while tracking labour, materials, and costs to help you standardize tracking, performance, and quality.

## **Deep visibility and control** OF YOUR LIVE PRODUCTION



PackManager gives you **complete visibility over the production and fulfillment process** with the ability to drill into data, perform live track-and-trace, and remove bottlenecks as they occur. This level of visibility helps you stay on track for costs and speed of fulfillment, ensuring you deliver on-time, in-full.

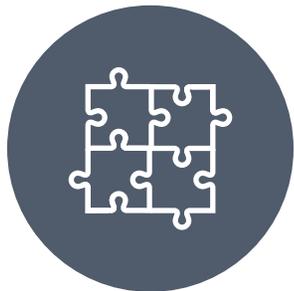


The technology that we adopt to run our operations needs to be reliable, agile and integrated in order to meet our standards, and Nulogy has proven itself to be the progressive and reliable vendor we need and trust.

**Kyle Knowles,**

*Project Manager, Strategic Integrations*

## Seamlessly integrated WITH YOUR ECOSYSTEM



Not only does PackManager give you deep visibility into your production process, it also communicates in real-time with your customers and the rest of your business. **Seamless integration with WMS and ERP systems** allow both you and your customers to collaborate more easily and make data-driven decisions in real-time.

## Intelligence and insights TO GROW YOUR BUSINESS



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We are always seeking opportunities to enhance our operational efficiency and increase the value that we bring, and technology has been a key to our success. PackManager enables us to fully integrate our packaging function across our network, just as we have done with our warehouse management and ERP systems.

**Mike Bell,**  
*President,*  
*We Pack Logistics*

# What Other 3PLs Say About Us



We've been working with Nulogy in North America for years, and our experience with them has always been extremely positive. The services they provide — implementation, support, hosting — have continued to be of the highest quality.

**Phil Huggins**

*VP Sectors and Products, Global IT,  
DHL Supply Chain*



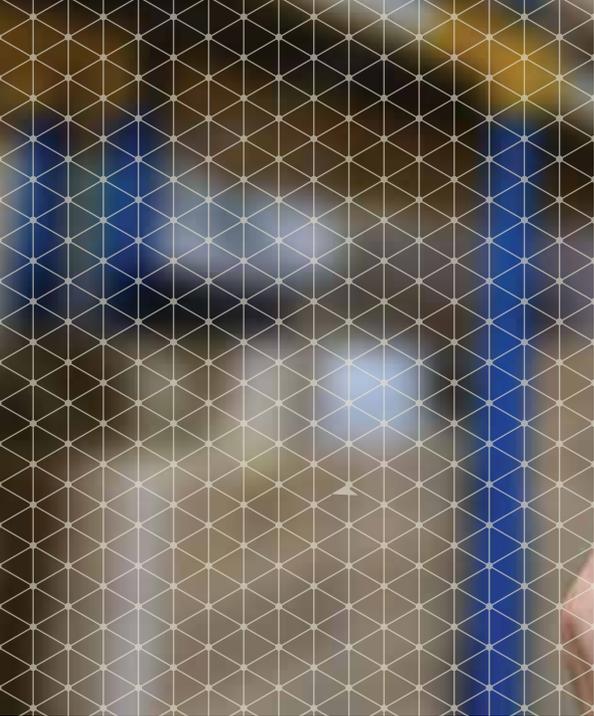
PACKMANAGER®



We've been aggressively growing out our core capabilities in VAS so that we can provide top-tier service for our customers. In order to get the level of sophistication and cross-site alignment that we need to truly provide our customers with guaranteed results in terms of delivery time, quality, and customer service, we partnered with Nulogy."

**Tony Mariani**

*Vice President, Technology and Client Solutions, Sherway Group*



# Talk to a 3PL Solutions Expert Today!

**PACKMANAGER IS THE MOST TRUSTED SOLUTION FOR HIGH-PERFORMING 3PLS THAT OFFER VALUE-ADDED SERVICES. IF YOU'RE READY TO START LEVERAGING OUR SOLUTION TO GROW YOUR VAS BUSINESS, TALK TO US TODAY.**



[www.nulogy.com/solutions/packmanager/](http://www.nulogy.com/solutions/packmanager/)



[sales@nulogy.com](mailto:sales@nulogy.com)



1-888-685-6491