2Pure Chooses WAERlinx to streamline its warehouse operations, improve inventory control and make big savings.

2Pure Ltd is a leading distributor of cycles, components and nutrition products for cycling professionals and enthusiasts. Established in 2006, the company uses NetSuite to manage 4000 SKUs from their warehouse in Livingston, Scotland.

The Detail

2Pure has been using NetSuite as its ERP for some time, and having enjoyed strong organic growth, was starting to explore the options to more effectively manage its general warehouse and fulfilment operations.

Lack of control in this area was resulting in poor inventory visibility across multiples sites, and frustration for the sales team. Use of manual pick lists, and staff restricted to either receive, pick or stock count was a time-consuming and costly way to operate.

The WAERlinx solution

WAERlinx’ ability to show inventory details right down to the bin location was what clinched it for 2Pure. This functionality would allow the Company to see exactly what stock they had, and where, in real time.

Additionally, WAERlinx’ supermarket-style check-in promised huge time-savings at receiving, as boxes are scanned on arrival, creating a putaway task with the location for each item in the box without having to manually open and sort it first.

WAERlinx has now been installed at both 2Pure warehouses, at Livingston and Balerno, and is fully integrated with NetSuite:

- Use of handheld devices enables faster, and more accurate, picking
- Supermarket-style scanning at point of receipt means accurate, and faster, delivery recording
- Improved inventory control at both sites has resulted in significant time- and cost-savings
- WAERlinx has the ability to scale up warehouse volumes in order to meet increasing B2B and B2C customer requirements, making it the perfect solution as 2Pure grows from strength to strength.

“I’ve been very impressed with Waer at all stages of the process. Everyone on the Waer side has been great to deal with.” Ben Sutcliffe, WAERlinx Implementation Manager for 2Pure.
Appendix 1 – Customer Testimonials

What do our NetSuite / WAERlinx customers say about us?

- “We now have a great WMS solution that works seamlessly with NetSuite” – Winebox, London

- “WAERlinx is a top tier product, easy to use and certainly a product to recommend. It works in correlation with NetSuite (ERP) and it has provided us with a seamless process from inbound, pick, pack and ship – highly recommended.” Sandpiper, Devon

- “We have been able to deploy highly customised requirements and reporting, and the day to day running of WAERlinx is easy to use for all our office and warehouse staff. As a result, we have improved warehouse and staff efficiencies, and highly recommend the product – we are extremely happy” – Cox & Cox, Dorset

- “WAERlinx significantly improved the control, accuracy and performance of our warehouse and distribution operation. The Waer team have an agile approach in understanding our business requirements and delivered improvements that have made a substantial difference to the efficiency of our work. Fast forward to today and we have just come through a record breaking fourth quarter of processing that could not have been achieved without WAERlinx” – HSNF, London

Waer can arrange for phone references with over 20 of our customers and in addition, site visits to see WAERlinx in action are easy to set up. If you would like to speak with, or visit our customers then please let David Snelson know on dsnelson@waersystems.info or 07908 627 688.
Appendix 2 – WAERlinx Screenshots and Scanning

The screenshots below illustrate the WAERlinx home page, a screen designed collaboratively by our customer base in consultation with our design partners. Its purpose is to allow everyone to get an at-a-glance view of the warehouse status.

The handheld screens below illustrate the way WAERlinx is displayed on Android Smartphones, providing a clear, user-friendly experience for all staff involved in barcode scanning activity:
Appendix 3 – Working with Waer

What is it like to work with us?
We are a long term partner and our primary core value that we use as a basis to run the company is - **we are a customer-focused organisation:**

- For go-live, we are on site with you for as long as it takes for you to feel happy about flying solo
- Then for the next 2 weeks, we have a daily catch up call with you to ensure that everything is working as envisaged
- This then reverts to a weekly L1 meeting where we meet with you to keep a track of all aspects of the partnership; communication, development projects, support cases and any other issues.

We are a long term partner that you can trust.

Our Core Values
These values are the cornerstone of the way Waer is run:

- **We are customer-focused**
  - The customer is always our highest priority
  - We strive towards customer-driven releases
  - We always consider the customer’s perspective

- **We are a partner, not a supplier**
  - We practice proactive communication
  - Phone first, email second
  - We build long-lasting relationships
  - Speed of response matters

- **We believe in honesty, openness & integrity**
  - We keep our promises
  - Everyone should contribute and be heard

- **We embrace continuous improvement**
  - We always try to make everything better next time
  - Everyone is empowered and expected to act

- **We behave with consideration and respect**
  - Aggression and blame are not allowed
  - Negative sentiments are always explored
Appendix 4 – About Waer

Our Business

WAER Systems is a provider of WAERlinx, a cloud-based application for Warehouse Management, which seamlessly integrates with NetSuite. We are a privately held, profitable company with a strong balance sheet and excellent growth – over 40% in 2017.

WAER has been in business since 2000 with customers all over world, delivering solutions in aerospace and for 3PLs: Airbus, Bombardier, GKN, K&N, Schenker et al. Historically, WAER has solved complex supply chain problems: VMI, consignment programmes, advanced kitting and warehouse management with all the traceability demands that the aerospace sector demands.

WAER is audited each year by Accenture and Cap Gemini on behalf of their key aerospace clients to ensure that they are a robust, financially sound organisation that can be trusted with mission-critical elements of their supply chains.

WAER now has a razor focus on the NetSuite world. We do not partner with anyone except NetSuite and are considered as the class-leading WMS solution in the NetSuite partner ecosystem.

All support for WAERlinx is delivered 24x7 from our UK Office by our in-house WMS experts or via our US partners in CA and IL.

What Is Different About Waer?

The key difference with WAER is the capability to flex the WAERlinx platform to address the specific, complex needs of customer supply chains and solve problems that other providers cannot.

In addition, WAER’s customer focus means that all WAERlinx customers have exactly the solution that they need, aligned with their business processes and with the aim of radically improving the overall speed and efficiency of the supply chain.