



9 Strategies Reshaping the Future of Third-Party Logistics Warehousing

Achieve the efficiency, accuracy, and flexibility
you need to win in today's increasingly
competitive 3PL industry

EXCEED

Customer Expectations

INCREASE

Operational Visibility

ENHANCE

Workflow Productivity



Exceed Customer Expectations

Businesses of all sizes are increasingly turning to third-party logistics (3PLs) providers to manage everything from warehouse operations to global supply chains. As you know only too well, being the representative of your customers is a significant responsibility that requires you to meet the personalized expectations of each client and ultimately fulfill the needs of their consumers.



Staying current with the latest technology and innovation is the key differentiator you need to retain and attract new clients. Forward-thinking decision-makers are investing in solutions to keep their clients up to date on critical metrics like fill rates, cost-saving targets, and workflow efficiencies. Successful implementation and innovative use of technology and automation to solve business challenges will enhance your relationships and encourage contract renewals time and again.

3 WAYS

TO GAIN COMPETITIVE ADVANTAGE
AND ELEVATE CLIENT SATISFACTION



1 OPTIMIZE MOBILE TECHNOLOGY

Meet client fill rates and turnaround times with well-equipped workers connected to warehouse systems. Put prioritized work orders, item and location verification and control in the hands of workers. Match the devices they use to fit the task, ergonomics and safety requirements to enhance productivity for faster fulfillment and decision making.

2 AUTOMATE WHAT CAN, AND SHOULD BE, AUTOMATED

Manage client costs by automating time-consuming or human-error-prone data capture tasks. Allow workers to manage by exception to free up time to focus on more high-value tasks.

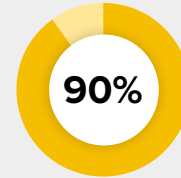
3 THINK FLEXIBLY

Prepare for changing client needs or new client onboarding with a technology and automation stack that are easily redeployed as new use cases are identified. An augmented workforce, autonomous mobile robots (AMRs) and real-time location systems (RTLS) paired with fixed automation provides a solid foundation for solving a variety of workflow processes.

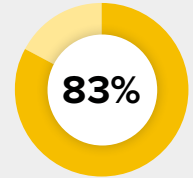
Warehousing Decision-Makers Share Insights in Global Study¹

Plans Due to Rise in E-Commerce

Add 3PL services support
within the next five years



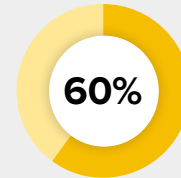
Logistics Segment



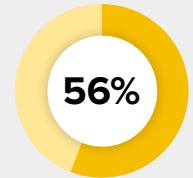
All Industry Segments

Top Labor Initiative

Reduce unnecessary tasks to focus
workers on customer-centric work



Logistics Segment



All Industry Segments



Dinet Increased Hourly Order Picking By 20%

This Peruvian logistics company sees technology as one of its main differentiators. When the company needed to accelerate fulfillment and increase workflow efficiencies, it turned to Zebra's MC3300 handheld mobile computer. The rugged yet lightweight device is easy to use and flexible enough to support Dinet's diversified operations.

[VIEW SUCCESS STORY >](#)

¹Zebra Technologies, Global Warehousing Vision Study, 2023.

Increase Operational Visibility

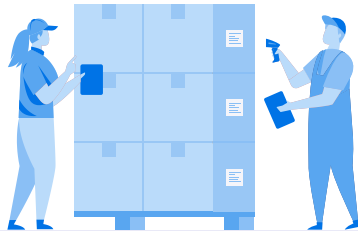
Real-time awareness of the precise location, condition, material usage, inventory accuracy, and equipment are foundational to today's warehousing processes. Automated and streamlined data collection empowers 3PL operators like you to optimize equipment planning, enhance productivity, and provide valuable inventory management for your clients.



Despite not physically overseeing day-to-day warehouse operations, clients rely on you to provide the visibility they need to run their businesses and ensure customer satisfaction effectively. Maintaining cost-effective and efficient workflows, meeting customer expectations, and managing inventory with high accuracy for your clients will depend on the data you capture, how it is collected, and the insights you gain from detailed analysis.

3 WAYS

TO ATTAIN AND EXECUTE ON OPERATIONAL VISIBILITY



1 FOCUS WORKERS ON HELPING ACHIEVE LOCATION-LEVEL ACCURACY

Capture every inventory move, from put away to picking, packing, and moving assets. Keep your warehouse management system and physical inventory in sync with each other by linking an item with its location with a barcode scan of both with every move.

2 INCREASE RELIANCE ON SENSING FOR MONITORING QUALITY AND COMPLIANCE

Show compliance for material handling and storage practices for assets and use cases such as perishable goods, urgently needed inventory or high-value assets. Implement a real-time location system that can record location and dwell time anywhere in the facility, recall business rules, and direct workers' best-next-move.

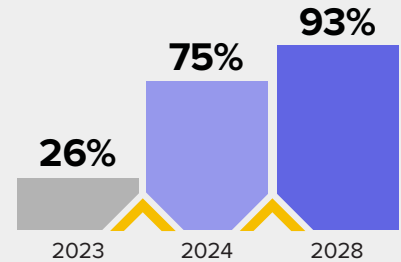
3 STREAMLINE MATERIAL HANDLING EQUIPMENT PATTERNS

Use the real-time location of equipment, assets, and people to orchestrate movement, eliminate steps and reduce bottlenecks in material-handling processes. Your clients will be thrilled by your ability to improve throughput, reduce costs and accelerate the speed of your operations.

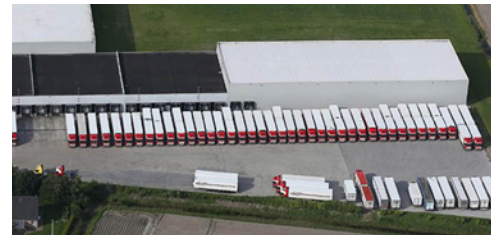
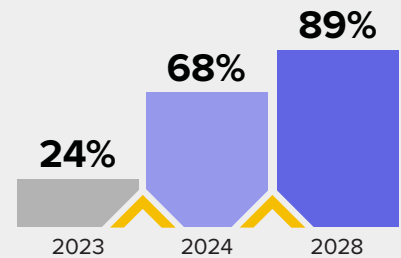
Growth of E-Commerce Drives the Need for Location-Level Accuracy²

Decision-makers plan to measure the accuracy of location-level data

Logistics Segment



All Industry Segments



De Vries Transport Hallum Increases Productivity with an Enhanced Warehouse Management Solution

As the family-owned, Dutch transport and 3PL company migrated to an Android Warehouse Management System (WMS), they needed the most reliable, robust Android devices to help improve inventory visibility. Outcomes included increased productivity, improved inventory accuracy, and clients' ability to view their stock levels.

[VIEW SUCCESS STORY >](#)

² Zebra Technologies, Global Warehousing Vision Study, 2023.

Enhance Workflow Productivity

Augmenting employees with the right technology and automation can boost performance, increase output quality, and help ensure your business meets Service Level agreements (SLAs). 3PLs must measure employee performance and account for their time on a client-by-client basis to allocate costs and ensure the company achieves profitability.



Technology can give your business an advantage in attracting and retaining talent, particularly in a tight labor market where employee expectations are constantly shifting. Third-party logistics operators and workers are embracing technology and automation that saves time, improves precision, increases engagement on the job, and provides the flexibility most 3PL operations need to adapt to varying client needs.

3 WAYS

TO ENGAGE AND EMPOWER YOUR EMPLOYEES TO WORK IN NEW WAYS



1 REMOVE BARRIERS TO MEET GOALS

Modernize outdated technology. Replace unreliable scanners with intuitive and easy-to-use devices. Your operations will benefit from faster training, easier user adoption, less troubleshooting, and more focus on work.

2 BE TRANSPARENT

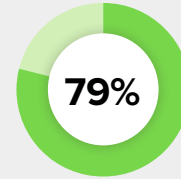
Give your employees visibility into the bigger picture. With seamless communications of client goals and internal initiatives, workers feel invested in the business. Use applications on mobile devices to push information and even analytics on their contribution to daily goals.

3 REDUCE PHYSICAL REQUIREMENTS

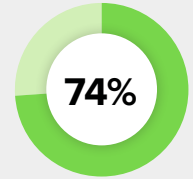
Help your employees gain efficiency at work and still have energy when they leave. Employ AMRs to minimize unnecessary walking and heavy lifting that diminishes worker productivity. Reduce high-volume scanning with fixed scanning or RFID and use long-range handheld scanning to decrease forklift operator dismounts.

Warehousing Employees Share Insights in Global Study³

Saving Steps = More Satisfaction
Workers agree walking fewer miles on the job would make work more enjoyable, even if it means handling or picking more items



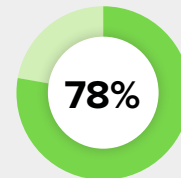
Logistics Segment



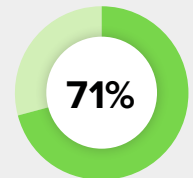
All Industry Segments

Communication Disconnects

Agree that communication is difficult using current systems



Logistics Segment



All Industry Segments



ID Logistics Polska Enhanced Productivity and Warehouse Capabilities

ID Logistics migrated their end-of-life Windows® CE devices to modern all-touch Zebra Android™ handheld computers with advanced software solutions. In addition to improving warehouse efficiency, the new, user-friendly solutions have enhanced the worker experience and reduced training times.

[VIEW SUCCESS STORY >](#)

³Zebra Technologies, Global Warehousing Vision Study, 2023.

A Path Forward to Modernize Warehouse Operations and Solve Challenges of Any Size

As more decision-makers turn to 3PL providers for their warehousing operations, investment in technology and automation will give you the competitive advantage you need to retain existing clients, attract new clients and deliver successful results. The right solutions from a strategic partner like Zebra can help you achieve today's goals while preparing for tomorrow's opportunities.



Your path forward starts with the following:

- 1 WORKING WITH A PARTNER THAT HAS DECADES OF FIELD-PROVEN INNOVATION** in warehousing and logistics
- 2 EMPLOYING AN OUTCOME-DRIVEN APPROACH** based on your strategic journey and your clients' needs
- 3 FOCUSING ON CONTINUOUS GROWTH** and improvement of your business
- 4 INVESTIGATING A COMPREHENSIVE PORTFOLIO** to configure the right technology solutions for your operational outcomes
- 5 ACCESSING AN EXTENSIVE PARTNER NETWORK** to support every aspect of your journey – as you control and set the pace

Together, we can help your third-party logistics operations leverage enterprise-edge technology to gain market share and drive client success.

Start researching solutions for your modernization journey. Visit www.zebra.com/warehouse.



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