

AMWARE NEWS

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A Message from *OUR PRESIDENT*



Rob Doyle
President

Amware Launches in Canada

Amware Logistics has been very successful in offering exceptional third party logistic services in the Southeast, and now there is a new international expansion allowing Amware Logistics to offer services to our clients. Amware Logistics now has a new public warehousing facility in Toronto, Canada. Amware Logistics is excited to begin offering warehousing, distribution and transportation services to all of our current customers in a new location outside of the United States!

Our Canadian warehouse is located in the distribution hub of Toronto, Brampton. Strategically located near major expressways and the Toronto International Airport, we now can provide services to a market of some 12 million people in Southern Ontario. This region represents the fourth largest distribution market in North America and gives Amware's customers a competitive advantage to service Canada's fast growing market.

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**EXPANDING TO A COUNTRY NEAR YOU!
STAY TUNED FOR MORE DETAILS!**

In this issue:

**Spotlighting On
Cadence – Our New
WMS Software**

Para bajar las noticias en español, visite
nuestro website a amwarelogistics.com

(continued from front cover)

Our new food grade facility offers over 80,000 sq. ft. of storage space in a modern high cube (28 foot clear) distribution center with room to expand as needed.

All of the current services we provide in our warehousing facilities will be offered in our newest warehouse. These services will be provided with the same excellent craftsmanship that our customers enjoy and the same unwavering commitment to customer service you have come to expect from Amware.

Once again, we are looking forward to continued success in 2012 with the most recent addition of our Toronto facility and are excited to play a key role in our customers' business expansion. The growth of our operations is directly related to our customers' growth, so we would like to congratulate them as well. If you would like additional information on our new warehouse in Toronto, please contact us at 678-377-8585.

Cadence is The Next Generation in WMS Software

As part of Amware's continuing commitment to improving customer service and visibility, in July Amware selected Cadre Technologies to provide our next generation Warehouse Management System (WMS). The software called Cadence will provide a significant enhancement to our current WMS and contains outstanding features for our customers.

The software provides full real-time web visibility and secure web access to orders, inventory, receipts and activity status. Interfaces can be customized to include company logos, product spec sheets, availability, units of measure and item photographs. In addition, Customers who wish can enter their orders directly through our secure storefront web portal, or use the web to monitor activity on their account as it happens on the warehouse floor.

Cadence also features an event manager which if activated can automatically notify our customers (via email) when an order ships or a truck is received. In addition, advanced reporting features allow the downloading of inventory and activity data directly into MS Office formats (Excel, Word).

Order management has also been enhanced to provide multiple paths including integrated EDI, web order entry, call center order entry and manual entry at the warehouse by your customer service representative.

Cadence is a native Radio Frequency (RF) software package and allows Amware's Craftsmen to execute all warehouse operations on a single handheld computer (Scanner). This includes, receiving, putaway, picking, replenishment, kitting and cycle counting in a real time environment.

Amware's implementation team was fully engaged with Cadre and on track for our first client to be up and running on the new system in late October. The long term vision is to convert customers in an organized fashion ensuring that service levels, inventory accuracy and training goals are achieved for both Amware and our valued customers.

Amware's Investment Into Technology

The Amware IT infrastructure project began 2 years ago, beginning on the Pallet Services/ Contract warehousing side of the business. In order to meet the demands of our clients, Amware utilized the same cost efficient processes for IT as we do in our daily operations – maximize resources and reducing costs. With the contract warehousing side of Amware



deployed, the IT infrastructure project continued with the public warehousing side of Amware. Designed to maximize the computing demands of a 3PL and capitalize on an already successful contract warehousing IT design, Amware 3PL utilizes “mini” data centers located at each warehouse.

Amware has spent close to a million dollars investing in the IT infrastructure. With the growing demands of existing and potential clients for information, the core underlying IT network is in place to support those demands. Amware 3PL is currently in the pilot phase of implementing a complete enterprise warehouse management system. This project in itself will carry Amware far into the future for new business competition.

Our Amware investment in current IT Technology has helped ensure we stay ahead of our competition. The hardware and software investment for IT has been made already. Our current IT design has been designed to plug and play – literally taking an IT plan for our facility and being able to deploy a new facility within 1 month or less.

Amware’s new investment in IT Technology has provided the company with more of a disaster recovery plan than it had before. 2012 will begin the extension of that business continuity plan, by moving core services to the co-location datacenter. Also in this plan is a company wide host system. This will give the users complete mobility, allowing them to use their laptops and even their office phones away from the office. Our current IT design has been designed to plug and play – literally taking an IT plan for our facility and being able to deploy a new facility within 2 months or less. Our “disaster recovery” plan will make it possible within hours.

Future development plans on the 3PL side of the business are to continue the enterprise warehouse management system and have it fully implemented within 2 years. Amware 3PL is currently in the pilot phase of implementing a complete enterprise warehouse management system. This project in itself will carry Amware far into the future for new business competition. With plans to have the enterprise warehouse management system fully implemented within 2 years, the projected cost for this automation is \$750k - \$1m.

Employee Spotlight:

Keith Mixon, Technology Consultant



Keith has been a technology consultant with Amware since July of 2010. His primary responsibilities have been supporting the existing IT infrastructure, as well as deploying a completely new IT infrastructure. The new technology foundation will help facilitate new radio frequency (RF), electronic data interchange (EDI) and enterprise resource planning (ERP) systems that are being required by new and existing clients.

These systems will help increase productivity, efficiencies and reporting capabilities for Amware and its customers.

PROFESSIONAL SNAPSHOT

- ◆ Started MH Data Services in 1993.
- ◆ Keith has worked for Post Software International, General Electric, MARTA and Nextel Communications during his career.
- ◆ Has been supporting Amware since 2010

EDUCATION

- ◆ Graduated from Devry Institute of Technology in 1988 with a degree in Electronics

PERSONAL

What do I like about Logistics?

- ◆ There is constant movement within the industry, which provides for greater data capturing abilities to improve efficiencies and productivity
- ◆ There are constant challenges that require advanced problem resolution

What do I like about Amware?

- ◆ All 3 Amware 3PL locations have different personalities and challenges, which is driven by the diverse customer base
- ◆ Family, integrity and work ethic. The employees of Amware care about each other both personally and professionally. They have the drive to succeed and to do the best job they can. I'm thankful that I've been given the opportunity to provide Amware's customers and employees with the latest technology tools which will allow Amware to be successful as the company continues to grow.





Distinguished Craftsmen

At Amware we pride ourselves on hiring employees who are craftsmen in their chosen profession; we continually train to that highest standard. Occasionally, our employees will raise the bar and distinguish themselves amongst their peers.

We believe that extra commitment is deserving of special recognition. So each month we honor employees who have demonstrated an extra level of craftsmanship on the job with the designation of Distinguished Craftsman.

Congratulations to the following 3rd Quarter, 2011 recipients!

July 2011

Morrow.....	Tommy Stegall
Selig.....	Ronnie Tucker
Lawrenceville.....	Tom Inthiraj

August 2011

Morrow.....	Maria Garcia
Selig.....	Orris Reeves
Lawrenceville.....	Willis Johnson

September 2011

Morrow.....	Andrea Molina
Selig.....	Alicia Chavez
Lawrenceville.....	Maribel Sanchez



Order Management System Benefits Provided By 3PL's

Order management is much more than a simple operations tool. There are many more benefits that are relevant to a customer; like opportunities to add value and profit and control risk, as opposed to just simply reducing costs of the operations. Amware Logistics proudly provides these order management processes, along with the many benefits that come with it to our customers. Here are a few ways shippers can benefit from 3PLs' order management capabilities.

Manage consumer and retail orders efficiently. Keep track of who ordered what, where it was shipped, and when it will arrive. Allowing your customers to track their order status provides an opportunity to cross-sell, up-sell, and increase revenue. Amware Logistics provides each of our customers with a designated customer service representative to help track our customers' orders for maximum efficiency.

Capture sales information and provide marketers with real-time data. Report multi-channel performance and deliver to marketers and inventory planners intelligence such as statistics on orders placed via phone, Web, your affiliate network, or your interactive voice response (IVR) system. Real-time demand information can also help to quickly identify potential shortages before they become costly problems. Amware Logistics can provide reports for our customers showing trends of what is being ordered the most and in what quantities or any notable demand shifts and can deliver this data directly to our customers to help our customers in their forecasting efforts.

Help manage merchant account relationships to prevent disruption and chargebacks, and keep customer satisfaction high. Customer dissatisfaction, returns, and refunds affect all parties in the supply chain, but merchants are affected the most. They run the risk of losing not only a customer, but also their merchant account if too many refund requests pile up. Streamlining the returns process and cutting your risk is a necessary and attainable goal. Partner with a 3PL that has the order management experience, programs, and tools necessary to ensure your customers walk away satisfied—product in hand or not. Amware Logistics is providing returns processing services for our customers of all shapes and sizes, with a wide range of commodity types, to help more efficiently manage the reverse logistics flow to cut down on costs and time. The right 3PL will not only process and track returns and refunds quickly, but use the situation as an opportunity to increase customer satisfaction by providing an up-sell or cross-sell opportunity to the consumer. With much experience in managing returns, Amware Logistics is that 3PL.

Amware Offering FREE Month of Billing Through Your Support

As we strive here at Amware to continuously establish refreshing, customer-friendly experiences and opportunities, we have a new initiative that you can take advantage of and save you some money. This is why I am very excited to announce that we are now able to offer you a **FREE MONTH'S BILLING** for selected services under our customer referral program.

With our customer referral program, you now have the opportunity to refer fellow businesses, and your own business operations that are in need of logistics services, to us. Upon, signing your referred colleague to Amware Logistics, we will gladly thank you by rewarding you with a **FREE MONTH'S BILLING** for selected services.

Referring more business to Amware Logistics through this program has many benefits that may not be recognized at first. This is especially true for suppliers that you are using. Be it a packaging supplier, a display supplier, or some other supplier that compliments your operations, having all of your logistics needs satisfied by a single source to ensure the efficiency levels you are aiming for is a benefit that should not be overlooked.

Also, simply referring other divisions, whether they are a different manufacturing division, location, or separate operation completely within your own company; to us would be a great benefit, as more and more of your company would be consistently receiving the logistical excellence you are receiving now.

Don't forget, you may also refer your own current operations to us for extended services. If you are already using Amware Logistics for your storage and handling needs, we would love to help further our partnership with you with our transportation services. Or, if you would prefer us to extend additional handling services to you, such as case picking, assembly, palletizing, cross docking, packaging, kitting, etc; please feel free to let us know, and we would be happy to discuss these options with you, and the **FREE MONTH'S BILLING** for selected services that comes along with it.

We invite you to contact us at any time to discuss this in further detail so both of our businesses, our efficiencies, and our partnership can grow to its full potential.

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*Crafting quality-driven,
cost-appropriate solutions
for your warehousing and distribution needs*

Amware Expansion



Amware is proud and excited to announce the launch of our newest public warehouse in Toronto, Canada. The facility began operating on 1 November 2011 and we look forward to working with our current and future clients for many years to come in Toronto.

To all of our current clients in the U.S.: if you have any public warehouse needs in Toronto, we would welcome the opportunity to work with you in Toronto as well. We will be providing a full menu of 3PL services in Toronto to include warehousing, cross-dock, pick and pack, local transportation and many more.

Customer benefits:

- Experienced professionals
- Integrated solutions
- Visibility and Control
- Flexibility
- Cost advantages
- Product track and trace
- Hazmat certified

Services:

- Truckload
- LTL
- Dedicated
- Local delivery
- Drayage
- Intermodal
- Parcel
- Brokerage

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