



## Burris Logistics realise 10-15% productivity increase in warehouse operations with our help

Burris Logistics is a third party logistics company specialising in refrigerated and frozen food distribution. Founded in 1925, Burris Logistics is headquartered in Milford, Delaware and operates 15 warehouse locations along the East Coast of the United States.



### The Client

Ranked 7th in size nationally by the International Refrigerated Transportation Association, (IRTA), Burris Logistics has built a long-standing reputation spanning five generations. Their suite of products combined with a strong dedication to customer service has placed them as a leading provider in refrigerated transportation.

### The Challenge

Operations in a cold freezer environment presented a number of challenges when selecting and shipping cases of food, one of which included the need for employees to wear protective gloves in the cold climate. Because of this, traditional keyboard-based applications were prone to error and difficult to use. The cold temperatures also proved challenging as pens didn't work and many labels didn't stick as effectively.

As a result, Burris Logistics decided to move their distribution centres to a voice recognition application for warehouse operations. This technology allowed Burris to improve

efficiencies and keep up with the rapid growth and expansion of the business. However, Burris still faced challenges integrating this new voice service with critical existing warehouse management applications that had been developed to fit the needs of the business.

Operating in a traditional low profit margin business, Burris had to continue to provide their customers with the custom applications that made them successful while bringing in new technology that would increase productivity, reduce errors and improve the employee workplace environment.

### The Solution

Today Burris operates distribution centres, six of which use voice in their day-to-day operations.

With over 250 order selectors working in refrigerated and frozen warehouse locations, Burris needed a way to eliminate paper-based operations and chose Vocollect's voice recognition product for their warehouse operations.

### Client >

Burris Logistics

### Sector >

Wholesale and Distribution

### Project >

Application Integration

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Ed Krupka >  
CIO >  
Burris Logistics

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It was also critical, however, to keep the existing Warehouse Management System (WMS) that had been key to the success of the business. Burris Logistics had written their WMS in COBOL using the FlexGen product.

**Ed Krupka, CIO for Burris Logistics** says, *"We knew that our immediate need would be to integrate Vocollect and our WMS. We also needed to begin the process of moving our COBOL applications to a more modern language. We've had a great relationship with Advanced over the years, so we naturally wanted to see what they had to offer. After considering all the business needs, both present and future, we decided to use Advanced's ApplIntegrate product for our solution."*

ApplIntegrate allowed Burris' existing COBOL code to be exposed as services that could then be consumed by any front-end – essentially allowing them to re-use the existing business logic.

**Krupka** says, *"ApplIntegrate has really allowed us to bridge the gaps between our technologies. We were also able to train our existing staff on writing services which has allowed us to increase the speed of our application software development by utilising a Service Oriented Architecture (SOA)."*

## The Benefits

*By knowing that we would be able to integrate the Vocollect product into our WMS system, we've been able to see tremendous value in our distribution centres' picking process. Our warehouse productivity has increased 10-15% and that would not have been possible without ApplIntegrate. Burris Logistics has also been able to realise approximately 25% in labour savings as a result of the efficiency improvements."*

**Krupka** concludes, *"We've added three major distribution centres since 2004. ApplIntegrate has enabled us to keep up with tremendous growth and maintain a superior level of service to both our employees and customers."*

More recently, Burris added functionality to the WMS directing tasks to fork-lift operators. This has added significantly to the number of messages passing through ApplIntegrate to more than 3 million messages per week.

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**CIO >**  
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