Spotlight on the technology that helps: logistics that "brings order to chaos" and that can become a real "ramp up" for the entire business connected with delivery services during the CORONAVIRUS emergency

To adapt to an increasingly "demanding and complex" market, strategic KPIs have to be read, understood and processed more and more quickly. Data exchange is fundamental, the process steps and management activities become decisive to understand and have an overview based on a cross-correlation of data.

Logistics [lo-gì-sti-ca] is the organizational technique of supplies necessary for an army at war; but there is also industrial logistics, the set of operations related to the procurement, destination and storage of materials and products of large industries, but also of the retail world during the pandemic that forced most commodity classes to provide a "mandatory delivery" service.

Logistics solutions are increasingly strategic and capable of improving the performance of the entire sales process. They have become even more important during the COVID-19 emergency to assure continuity, but in some cases they are indispensable for sales that, in the retail world for example, suffered from a total lockdown that translated "delivery" into the only possibility.

The logistics and warehouse solutions that help. While "picking" with readers and barcodes is now almost a standard feature in warehouses, there are many other features that are showing an increase in demand during this period.

How to identify the exact type of a pallet or its expiry date or arrival sequence? Or pallet type, based on food, chemicals, even flammable products. This is a subject still too little known, mostly handled by means of more or less deep and extensive skills of warehouse-keepers. In some cases, the entry barrier of new technologies is almost impregnable, but the truth is that technology and digitization are now transversal to all markets. Why do simple-to-use, high-performance technologies struggle to catch on? In the last two years, Custom Group has studied, developed and launched new data intelligence solutions aimed at raising market awareness on new easy-to-use technological solutions born from the experience of different but synergistic vertical sectors. There are many solutions, but surely the "smart" ones break through quickly and transversely in all markets. The RFID codes that identify each individual object and that are geolocalized, are an example of how technology has come to the rescue of companies, gradually revolutionizing the less "glamorous" area of logistics, but certainly an increasingly strategic area in terms of performance and time management.

The supply chain has now become a critical/successful hub for many activities, a crucial role that shall actually assure quality and efficiency of the entire product handling process: from receipt of supplies to shipping to end customers. Flows to manage in terms of "first in" and "first out" especially in the food sector, special trade-off conditions, with stock reduction objectives that must coexist with quality and process continuity.

"The logistics supply chain is experiencing a moment of great pressure. At the same time, technological innovation, thanks above all to the great thrust of e-commerce, is generating an incredible "proximity" within the sector, even with the whole Retail world that is compulsorily approaching delivery solutions. "Technology is the protagonist. From supplies to supermarkets and the entire large-scale retail trade that supports and/or even improves timing of the various processes, avoids queues with Kiosk-related solutions, prevents errors and also helps the various operators, technology is a fundamental element to assure continuity, provide efficient solutions and remain competitive," says Alessandro Mastropasqua, Corporate Communication Manager at Custom. We are a "High Tech Solutions Company" specialized in a variety of vertical markets in which technology, innovation and personalized solutions are distinguishing elements. It is now time to identify a guiding thread for all "driving" technologies that help us. Making the most of the many data in a warehouse, transport data, knowing how to read, print and cross-correlate information can make a difference in terms of strategy and time. Rethinking the business, is the challenge of the current scenario that surrounds us - continues Mastropasqua.

Custom talked about this scenario with Luca Sartori of JDATA, welcoming the company in its network of certified Gold Partners. JDATA is a company in the Information Technology sector, focused on software development for transport and warehouse logistics that provides proprietary software solutions and has over 20 years of experience.

JDATA's logistics and warehouse solution
"Reduction in inspection times, on-time delivery, performance analysis, stock rotation and more. Today, integrated logistics and warehouse management software and systems look and live in the cloud, as a key factor for developing and maximizing productivity, user-friendliness and ability to intuitively guide operations. All this translates process management into a real added value, where recorded data can be used and read by anyone at any time, with extreme immediacy so as to optimize visibility and flexibility of KPI and performance, says Luca Sartori, JDATA Sales Manager. In this regard, the development of advanced planning based on usable and real-time information ultimately provides an increasingly effective and superior decision-making process. Thanks to JDATA software solutions (WMS logistics control and management software platform and TMS transport management system), E-commerce and invoicing modules can also be added, thus offering the opportunity to manage sales and the logistics processes in the large scale trade sector in one single solution. These solutions are also suitable for smaller businesses, such as individual points of sale that manage front-end and back-office. Their features include even support platforms for international customers, implemented based on an in-depth knowledge of localization issues and related ones.

JDATA boosts important "usability" features. Their products, in combination with the new Custom Data Intelligence solutions, are capable of bringing immediate benefits and supporting anyone in the digitalization process. At the same time, the software ecosystem that governs the greatest usability of Custom devices in the field is guaranteed by GMS certification and compatibility with the main MDM systems such as SOTI - says Alessandro Mastropasqua, Corporate Communication Manager of Custom Group.

In the last years, JDATA has developed two "smart" solutions capable of mapping and optimizing reception and storage phases, goods handling and shipping following specific KPIs, as well as timing and customizations for improved shipment organization. Intuitive and simple drop-down menus, features to manage immediate and automatic quantities, control, statistics, "follow me" approach to guide the operator through all processes such as: infeed and outfeed, serial number management, multiple picking, batch handling, first in first out tracking analysis.

The possibility to use the software on all devices, anywhere through a simple internet connection is certainly an important plus that characterizes this solution. "Everything is simple, semi-automatic and user-friendly. The solution automates all the processes step by step, it doesn't weigh down the whole structure, that all business realities like, both small and large-sized ones" says Luca Sartori, JDATA. Logistics provides technological solutions that support and dialogue with different ERPs - continues Luca. Sometimes the complex and structured production ERPs are the elements that act as an entry barrier for these technologies, that today, on the other hand, are more transversal than ever." concludes Luca Sartori.

Custom solution supporting logistics and warehouse
For these reasons, today Custom has expanded its range of products with data intelligence solutions: a barcode scanner line and a mobile computer family. The P-Ranger full touch rugged handheld computer is an evolution of the Ranger Pro, that has obtained great market interest. It features unique versatility, as it may be delivered in 4 different and modular hardware configurations in addition to an optional scanner and/or finger print (RP100, RP300, RP310, RP 340). Furthermore, it is characterized by high-level robustness and reliability.

The top of the range rugged mobile computer for logistics and industrial applications. The model with keyboard is referred to as K-Ranger. It is equipped with 2D scanner with standard-range reading and extra long-range and is available both in bric as well as gun version, with Wi-Fi and UMTS/LTE connectivity. K-Ranger comes with shock-resistant multi-touch display and, in addition to providing superior performance, it is capable of working in open field, even without WI-FI coverage and with extra long range optics.
Thanks to new technologies, logistics activities are today decisively more accessible, allowing companies to implement their projects in short times.

CUSTOM S.p.A.

Custom is a "Hi-Tech Solution Company" that integrates different know-how and design skills based on hardware, software as well as presales and aftersales service solutions in vertical markets where technology and innovation are important and distinctive elements. Founded in Parma in 1992 by Carlo Stradi and Alberto Campanini, the Group's priorities are close attention to the market to provide integrated solutions for data printing, scanning and reading and the automation of public services.

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