

CASE STUDY

Atlantic Dominion Distributors



About Atlantic Dominion Distributors

Atlantic Dominion Distributors is a leading distributor in the Mid-Atlantic region of the United States, known for supplying a wide range of products, including beverages, snacks, and grocery items. Their expertise make them a key player in the wholesale distribution industry.

Overview

Atlantic Dominion was originally founded in 1875 as a Tobacco Company and established as a retail distributor in 1904. Today, the company supplies all classes of the retail trade with 10,000 different products including retail consumer goods, frozen foods, tobacco, candy, cigar, and cigarettes. They are now the 19th largest convenience store distributor in the USA.

Business Challenge

Atlantic Dominion wanted to increase customer service capabilities to keep up with the needs of their growing retail base. Their plan was to improve order visibility and increase efficiency in warehouse and distribution operations.

The company needed better capacity utilization and picking efficiencies in their piece pick and cartonization operations. In addition, they needed a sales tax solution to manage the high degree of complexities and challenges in dealing with state specific duties/tax for cigarette stamps generation and related reverse logistics.

“From our planning phase to implementation to day-to-day operations, Softeon has been a tremendous company to work with. I truly feel that we are a better company today than we were before we started the implementation.”

David Carter
Operations Director



Softeon Solution

Atlantic Dominion selected Softeon WMS to replace their legacy ERP system. The company has two distribution centers with one in Virginia and the other in North Carolina. They handle 8,000+ SKUs through pallet, case or piece pick.

Thanks to the Softeon team, warehouse and distribution operations were fully optimized from end-to-end for faster order fulfillment and visibility. The team established comprehensive multi-building inventory visibility and control capabilities. Additionally, they implemented zone-based picking for various products, including frozen and dry foods, beverages, cigarettes, and retail items typically sold in convenience stores. Furthermore, they have expanded their abilities to provide customer distribution services on demand.

Results

Atlantic Dominion is ranked in the Top 20 list of convenience store distributors by achieving their goals for superior customer service. Softeon WMS provided significant gains in capabilities, efficiency, and performance that boosted their ability to compete. Other successful results include:

- Improved product slotting and travel path optimization strategies
- Increased productivity with voice picking for piece pick and case pick
- Streamlined operations in the cigarettes zone
- Improved inventory accuracy and automated cycle counting processes
- Automated cigarette sales tax and returns processing
- Gained order visibility
- Achieved significant improvement in customer service