

CASE STUDY

conectiv

Industry: Third-Party Logistics

Headquarters: Memphis, TN

Solution: Softeon WMS

OVERVIEW

In September 2022 Technicolor became Vantiva after the separation of Technicolor Creative Studios. Then in 2025, the company rebranded again as Conectiv. Conectiv is a global supply chain leader, bringing clients expertise in solving complex, end-to-end logistics challenges.

SERVICES PROVIDED

With over 10,000 employees, Conectiv provides a full suite of supply chain and 3PL solutions for business-to-business (B2B) and direct-to-consumer (D2C) channels. Conectiv helps customers in the manufacturing, product packaging, and e-commerce industries meet consumer demand with fulfillment warehousing services, including inventory management, picking, packing, and distribution solutions.

LEGACY SYSTEMS STRUGGLE TO KEEP UP

With the rise of online shopping, Conectiv faced challenges with its legacy systems. These systems were originally built to process orders that were larger in physical size and infrequent. They were not well-suited for the new demands of D2C orders, which required a different set of tools and processes. Conectiv realized the need for a more flexible, customizable, scalable, and efficient warehouse management system (WMS) to accommodate the evolving needs of their clients. The company sought to enhance operational efficiency, expand integration capabilities, gain real-time visibility insights, and improve inventory accuracy.

SOFTEON SOLUTION

To tackle these challenges, Conectiv turned to Softeon, a leading provider of Warehouse Management System (WMS), Warehouse Execution System (WES), and Distributed Order Management System (DOM) solutions. Softeon provides Conectiv flexibility to seamlessly integrate with existing systems, capabilities to cater to specific customer requirements as they arise, end-to-end visibility, and dedicated customer support.

The initial phase of the partnership saw the integration of Softeon's tier-1 WMS with an implementation period of just three months. Initially, Conectiv implemented Softeon's WMS in one of their United States locations. The company noticed immediate improvements. In just a few months, due to the success of this partnership, Conectiv expanded Softeon WMS to multiple locations in the United States. Softeon's flexibility allowed Conectiv to efficiently integrate new customers with ease. The company followed shortly after with the introduction of Softeon's DOM solution and billing management system. The collaboration with Softeon proved to be scalable and adaptable to the growth strategy of Conectiv in this modern retail era.

RESULTS

Efficiency & Automation: Softeon facilitated automation in various areas, from automated sorting to picking and packaging processes. This significantly reduced workflow times and increased operational efficiency. With Softeon's robust warehouse solutions, Conectiv introduced a fully automated distribution center with robotics to streamline floor operations and dramatically improve order fulfillment speed.

Real-Time Visibility: Softeon provides end-to-end visibility, allowing Conectiv and its customers to track orders in real time. This eliminates the need for manual updates and check calls. Customers also gain access to live data insights, enabling faster, more informed decision-making across warehouse operations.

Reduced Communication Overhead: With Softeon's WMS portal, customers can self-serve, reducing the need for email and phone communication regarding order status. Conectiv also benefits from a dedicated account manager, helping remove roadblocks during implementation and providing continued support today.

Inventory Accuracy: Softeon's WMS and DOM tools resulted in improved inventory accuracy. In the e-commerce environment, where orders are small and frequent, this level of precision is essential for speed and customer satisfaction.

Billing Accuracy: Softeon's billing management features helped Conectiv enhance billing accuracy and streamline financial processes, directly improving the company's bottom line.

Scalability and Growth: Softeon's scalable solutions allowed Conectiv to expand across multiple sites and onboard new customers with ease. Instead of investing in costly infrastructure, the company leveraged software to drive growth while keeping operations lean.



I just do not feel like we would have been as successful with getting our customers on the system if we went with somebody different. I think we would have been much further behind than where we are today



Fred Holmes

Director of Enterprise Applications

VINYL RECORDS AND PACKAGED MEDIA

Conectiv is the global leader in packaged media solutions, with over 100 years of partnership with leading film and entertainment companies, video game creators, software providers, and more.



#1 worldwide in disc manufacturing, replication, and distribution



17,000,000 vinyl albums pressed each year in North America



3,200,000 square feet of space in Tennessee facilities



50,000 consolidated shipments of media per day

LOOKING AHEAD

Conectiv plans to continue expanding Softeon's warehouse solutions in more locations, notably their international warehouses. The company aims to leverage Softeon's upcoming tools, allowing more power in the hands of users, further accelerating warehouse floor operations and enhancing customization capabilities.

Conectiv's successful implementation of Softeon demonstrates the importance of choosing an experienced and flexible WMS provider in the rapidly evolving e-commerce landscape. The partnership with Softeon not only addressed immediate challenges but also positioned Conectiv for continued growth and innovation in the dynamic supply chain and e-commerce fulfillment market.

With Softeon, Conectiv is prepared to handle even the most complex and high-volume fulfillment situations.



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