

Beyond the Numbers: Rhima's Service-First WMS Story

Rhima Nederland B.V., a leading importer and trader of professional dishwashing equipment and supplies, operates from two strategic locations—Soest for equipment and Baarn for chemical products. Despite its lean operation, the company serves a demanding customer base that requires exceptional traceability and service quality. When manual processes, unreliable serial number tracking, and fragmented system integration began undermining service delivery, Rhima knew it was time to transform their warehouse management.

The Challenge:

In 2015, Rhima implemented a new Warehouse Management System (WMS) that ultimately proved unable to meet the company's operational needs. Several critical challenges emerged:

- **Unreliable Serial Number Tracking** – Rhima needed to track every machine's unique serial number throughout its entire lifecycle, from inbound receiving through installation, maintenance, and decades of after-sales support. The existing system couldn't deliver this foundational requirement.
- **Manual Processes Everywhere** – Heavy reliance on manual data entry created constant opportunities for human error and slowed operations. Staff knew there had to be a better way and wanted to transition to a fully scanner-based workflow using handheld terminals.
- **Fragmented System Integration** – Inconsistent data between the WMS and ERP systems undermined operational reliability and created a daily guessing game: which system held the truth?
- **Vendor Indifference** – The previous supplier showed little willingness to address integration issues or fix persistent problems, leaving Rhima to work around limitations rather than through them.
- **Zero Delivery Transparency** – Customers had no visibility into shipment status, generating a steady stream of "Where's my order?" calls that consumed service team resources.

The Solution: Made4net SCExpert WMS

The Selection: Rhima's path to selecting Made4net's SCExpert solution was built on a foundation of trust and proven partnership. In 2015, the company had also deployed a new ERP solution with a trusted consultant, a collaboration that demonstrated what effective partnership looked like. When their relationship with their original WMS vendor failed, Rhima returned to that same consultant.

Now collaborating with implementation partner Unidis, the consultant introduced Rhima to Made4net's SCExpert solution. The demonstration immediately revealed the system's potential to address Rhima's specific challenges around serial number tracking, integration reliability, and operational efficiency. In the end, Rhima chose SCExpert not just for its technical capabilities, but for the confidence they had in the partnership that would bring it to life.

Critical Integrations:

- **Wholesale ERP:** Seamless bidirectional sync for orders, receipts, and inventory
- **N-Shift Shipping:** Automated carrier integration (50% time reduction in Baarn)
- **Zebra Equipment:** Industrial scanners and label printers for reliable operations
- **Automated Shuttle Cabinet:** 8-meter-high, 66-tray system integration (previous vendor couldn't deliver)

The Implementation: The SCExpert implementation was completed in nine months—a timeline that reflected careful planning and strong collaboration between Rhima, Unidis, and Made4net's local partner, Made4Logistics.

Success was driven by:

Hands-On Understanding



Made4Logistics consultants visited Rhima's warehouse facilities in Soest and Baarn to observe operations firsthand. Rather than relying solely on documentation, they understood the nuances of how equipment and chemical products moved through each location. This enabled solutions designed for Rhima's actual workflows, not generic processes.

Custom-Fit Configuration



The team developed configurations specifically for Rhima's operational requirements, particularly around serial number tracking and integration with their Wholesale ERP system. Every customization was tested against real-world scenarios before go-live.

Rapid Go-Live Execution



The final cutover demonstrated the quality of preparation. During go-live week, the team executed a complete system transition across both locations. By day three, everything was running live.



"It was a very successful transition. The Made4Logistics consultants were onsite, immediately available to address any questions. That level of support made all the difference."

Jethro Groenescheij, IT/ICT Administrator & Technical Materials Purchase and Sales at Rhima

Results and Benefits:

For Rhima, success isn't measured in typical warehouse KPIs or percentage improvements. As a specialized operation serving a demanding customer base, the value of SCExpert lies in something more fundamental: traceability, reliability, and customer service excellence.

Complete Serial Number Traceability

Every machine can now be tracked throughout its entire lifecycle. When a customer calls twenty years after installation needing a spare part, Rhima can instantly identify exactly which machine they own and provide the correct component. This capability has elevated service levels and transformed after-sales support quality.

Zero to 100% Delivery Transparency

Warehouse operators now create shipments directly from their scanners via UPS or other carriers. Customers automatically receive tracking codes, eliminating the constant "where's my order?" calls that previously consumed service team resources. Delivery visibility went from essentially zero to nearly complete.

Enforced Inventory Discipline

The system now strictly enforces first-in, first-out (FIFO) rules for equipment and first-expired, first-out (FEFO) for chemical products. The scanner won't allow operators to pick a newer machine when an older one should ship first. This discipline provides better stock control, increased reliability, and eliminates the guesswork that plagued the old system.

Results and Benefits:

Near-Perfect Inventory Accuracy

"Our inventory discrepancies have been reduced to almost zero," says Groenescheij. "For our most valuable items, like the machines and expensive components, there are no differences at all, which is very reassuring."

50% Reduction in Chemical Processing Time

At the Baarn facility, detergent order handling time has been cut in half. Previously, orders were processed manually through carrier portals. Now, the entire process is automated. The only manual step remaining is applying the shipping label to the package.

Visibility Down to the Second

"We're not 'pallet movers,'" explains Patrick Ruiters, Team Leader Warehouse & Logistics at Rhima. "We deal with very specific products and customers. The biggest win is the improved traceability and transparency across our entire logistics chain. We can now see exactly what has happened to an item, down to the second. That might not translate into figures, but it makes all the difference for our customers."

"Given our size and turnover, a WMS might not seem like an obvious investment if you only look at numbers," adds Groenescheij. "But for us, the value lies in traceability and reliability. That has raised our service level and improved after-sales quality in ways that matter most to our business."

Jethro Groenescheij,
IT/ICT Administrator & Technical
Materials Purchase and Sales at
Rhima

Looking Forward:

After more than two and a half years of operation, Rhima's confidence in SCEExpert remains absolute. "It's a great feeling to know that everything in the system accurately reflects what's in the warehouse," says Groenescheij. "We trust it completely."

That confidence is well-placed. As Rhima explores new markets like car wash installations, SCEExpert adapts to handle increasingly complex product structures, each component tracked with the same precision that defines their dishwashing equipment business.

"Our market keeps evolving, and the system evolves with it," Groenescheij explains. "That's exactly what we need."

For Rhima, success means finding more than a warehouse management system—it means finding a platform and partnership built to grow with them.



MADE4NET

Made4net is a leading global provider of best-in class, cloud-based supply chain execution and warehouse management software for organizations of all sizes to improve the speed and efficiency of their supply chain. In addition to their industry renowned WMS solution, the platform offers modular components like integrated yard management, dynamic route management, proof of delivery, labor management and warehouse automation solutions that deliver true supply chain convergence.

Contact the experts at Made4net to learn how SCEExpert WMS can help you overcome your supply chain challenges.

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