HSB Haaften: Powering Next Day Delivery with a Scalable WMS

HSB Haaften is a wholesale distributor serving the hospitality industry. Their products include disposables, coffee, ice cream ingredients, kitchen equipment, and cleaning supplies. The company operates one warehouse in Haaften, Netherlands and a fleet of eight trucks. Orders are received and picked on the same day, then delivered the next day on scheduled routes.

This business model demands speed and precision. When the warehouse doubled in size, HSB's manual processes hit a breaking point—inventory visibility shrank, quality control suffered, and operational inefficiencies threatened their next-day delivery promise.

The Challenge:

Before implementing a WMS, HSB Haaften struggled with inventory visibility and control issues that threatened both efficiency and product quality:

- Limited Inventory Visibility – The team had no clear view of where goods were located in the warehouse. Staff regularly discovered pallets whose best-before dates had already expired, resulting in waste.
- Operational Shutdowns for Inventory Counts – Year-end inventory counts required completely shutting down operations. In a next-day delivery business model, this downtime directly impacted customer service.
- Manual Data Entry Errors – Best-before dates and batch numbers were handwritten on packing slips, then passed to the admin team for manual entry into the system. This process frequently led to mistakes, illegible notes, or missing information.
- Delayed Inventory Availability – Products weren't available for sale immediately after receipt because they weren't visible in the system until manual data entry was completed, creating delays in inventory turnover.
- Extended Employee Onboarding – Training new warehouse staff took days of explaining the warehouse layout. This heavy reliance on institutional knowledge made the operation vulnerable to staff turnover.

The Solution:

Made4net SCExpert WMS

The Selection: HSB Haaften's path to Made4net was pragmatic. Made4Logistics, Made4net's local partner, was already managing their ERP system, a partnership that had proven reliable. While HSB evaluated other WMS options, the complexity of ERP integration made the decision clear: stay with a known partner who understood their systems.

"Having everything under one roof, a real one-stop-shop, was a big advantage for us," explains David Van Wijnbergen, Sales & ICT Consultant at HSB Haaften.

Critical Integrations:

- Clipboard ERP – Seamless bidirectional flow of purchase orders, sales orders, and inventory data
- Zebra Equipment – Mobile computers and label printers connected via Wi-Fi for reliable scanning
- Power BI – Advanced reporting and analytics for monitoring KPIs like average order value and daily pick lines
- Automated Receiving – Dock check-in triggers immediate receipt retrieval for faster processing

The Implementation: HSB Haaften went live with SCExpert in November 2018 as Made4Logistics' first implementation in the Netherlands. The eight-month project was carefully timed to coincide with the completion of their new warehouse facility.

"The implementation was well guided by Made4net and the Made4Logistics team, it was intensive but very educational."

David Van Wijnbergen, Sales & ICT Consultant at HSB Haaften

Results and Benefits:

For HSB Haaften, success isn't measured in traditional ROI percentages, t's measured in operational control, quality improvements, and the ability to scale efficiently.

Proactive Quality Management		The system now sends automatic alerts as best-before dates approach, enabling proactive product management. Staff understand the average lead time for each item and can determine the optimal shelf life at the time of receipt. This approach has significantly reduced waste and improved quality control.
Dramatically Reduced Onboarding Time		New employee training transformed from days of warehouse layout explanations to a single short tour and quick scanner training. "We give one short tour, explain the location numbering, and associates can start working with the scanner right away," explains Van Wijnbergen. "That's a huge time saver and makes us less dependent on senior staff."
Fewer Picking Errors		Real-time location visibility and scanner validation throughout the picking process has reduced picking errors, improving customer satisfaction and reducing the cost of returns and corrections.
Operational Continuity		Inventory counting no longer requires operational shutdowns. Staff continue picking while counts proceed, eliminating costly downtime that previously accompanied year-end inventory verification.
Immediate Inventory Availability		Products become available for sale the moment they're received and scanned, eliminating the delays that manual data entry created. This improved inventory turnover and responsiveness to customer demand.

Looking Forward:

HSB Haaften recently began searching for a new ERP system, a major technology decision that includes examining "all-in-one" packages that promise to handle both ERP and WMS functions in a single platform. After thorough evaluation, the decision is clear: continue with Made4net for warehouse management. "We definitely plan to continue working with Made4net. The WMS more than meets our expectations."

For a wholesale distributor where next-day delivery defines customer relationships and product quality determines reputation, HSB found more than a warehouse management system, they found the operational foundation for continued growth.

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 SCExpert WMS can help you overcome your supply chain challenges.

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