

## CASE STUDY

# Simulate the best warehouse design for your needs

**Linfox:** Achieving warehouse excellence with CLASS



## Snapshot

**Company**  
Linfox

**Headquarters:**  
Victoria, Australia

**Number of Employees**  
24,000

**Market**  
Spanning 12 countries  
APAC

**Solution(s)**  
CLASS

Master planning warehouse design and operations with ease

### Introduction

After extensive research into the available software technologies specializing in the design and assessment of complex operations, Linfox, Asia Pacific's largest privately owned supply chain solutions provider, acquired Infios's CLASS. Previously, the company had used AutoCAD and relied on the assumptions and expertise of its Design & Demand Management Team but Linfox wished to enhance its competitive edge in tendering for new business.

## Key benefits

- Gives 3PLs a significant competitive edge in tendering for new business
- Slashes time taken to design or redesign distribution centers
- Reveals relationships between various warehouse layouts, labor allocation and MHE utilization
- Provides a range of realistic, fully costed options
- Easier to use and more effective than traditional static design tools
- A powerful complement to the team's expertise

In the first 3 months following the introduction of CLASS, the team applied it to eight new build warehouse projects across Australia, China, India and Indo-China, delivering layout and operational solutions for some 275,000 sq meters of warehousing space. Linfox have continued to use CLASS extensively for warehouse design projects in their Australia, China and India offices.

### Design time halved

While the projects and customer requirements have varied, Linfox's experience of the benefits delivered by CLASS has remained constant. In particular, the tool has enabled the team to be more creative and, because the complexity of the underlying technology is balanced with accessibility in terms of ease of use, the time taken to successfully design a warehouse has been reduced by some 50 per cent. This has left Linfox with more time to test its assumptions and provide customers with the most professional response involving a range of thoroughly assessed options for layout

### Improved customer communications

CLASS has allowed Linfox to provide certain services that previously it could not. Chief amongst these is the three dimensional visualization of facilities and fly-through simulations that bring to life the proposed warehouse environment and demonstrate the operational dynamics in a way that two-dimensional images simply cannot.

In sharing CLASS visualizations with customers, Linfox has been able to engage them in an interactive process and work with them to identify and assess the interdependencies of warehouse layout, staff allocation and MHE utilization in achieving optimum throughput.

### Better results more easily

The benefits of being able to design, redesign and test layout options in a virtual computer environment have proved considerable while, through simulation, Linfox has learnt to think differently about the organization of labor and equipment.

By displaying graphically—in a way that spreadsheet models do not—areas of the warehouse where the team may have allocated too much or too little resource, CLASS has helped Linfox justify its operational proposals to new clients. All substantial benefits and, significantly, delivered by a product that does not assume the user has extensive knowledge of warehousing across a complete range of industries and, in Linfox's experience, has proved much easier and more flexible to use than traditional static design tools.



“We have used CLASS for at least eight projects so far and have yet to find a layout design or task we cannot simulate. We are confident that the software will pay for itself within 12 months, if it has not already.”

**Peter Deyell**

DC design & demand management leader, Linfox