

CASE STUDY

Cloud-native logistics services

Saddle Creek: From siloed to seamless—how a 3PL provider reimaged omnichannel and e-commerce fulfillment with a future ready OMS



Background

Saddle Creek Logistics Services (Saddle Creek), established in 1966, is a privately held, asset-based third-party logistics provider, including order fulfillment, warehousing and transportation. Saddle Creek has over 33 million square feet of warehouse space across 49 locations, with 6,000 employees.

The challenge

Saddle Creek and its clients were experiencing immense growth alongside an evolving industry. 3PL's were expanding their offerings to include ecommerce, retail and omnichannel fulfillment.

As a third-party logistics provider, Saddle Creek often assumes the operational challenges faced by its clients. Over time, the company found that many of these challenges were beyond the scope of a traditional Warehouse Management System (WMS). These problems included multi-site routing, sales channel prioritization, SKU substitution, back-order management and data normalization.

As retailers and brands expanded across physical and digital channels, they needed more than just reach, they needed real-time visibility across every location. Saddle Creek saw the shift coming and moved early, exploring Order Management Systems (OMS) as a strategic and vital solution to help its clients stay connected, agile and in control.

At a glance

Project goals

- Meeting the demands of a shifting third-party logistics (3PL) industry with future-ready solutions.
- Utilizing OMS to deliver improved end-customer experience.

Solution

- Order Management System (OMS)

Features and benefits

- Implemented OMS for **dozens of clients across a dozen facilities**
- Enabled virtual inventory segmentation—an especially **valuable capability** for businesses selling through multiple channels.
- Enabled batch order allocation with order orchestration and decisioning to prioritize certain orders—**supporting complex fulfillment** needs across multiple clients.

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 **Saddle Creek**
LOGISTICS SERVICES

Retailers and brands weren't just looking for a logistics partner—they expected Saddle Creek to operate as a true extension of their business.

To keep pace with a fast-moving market, Saddle Creek needed a system that could adapt in real time and support a growing and diverse client base—ranging from businesses processing hundreds of orders per month to those handling millions per day.

The system also needed to give clients full visibility into performance without creating extra work for Saddle Creek's IT teams. In short, they needed a smarter way to deliver at scale.

The ideal solution needed to provide robust functionality for managing multiple sales channels and distribution points, while delivering the flexibility to configure business rules by client. Just as critical was the ability to override those rules when the situation required—a level of control Saddle Creek knew would set them apart in the industry.

Saddle Creek needed an OMS that offered:

- **Flexibility and adaptability:** As a 3PL, Saddle Creek required a highly flexible OMS capable of supporting one-off configurations to meet the unique needs of individual clients.
- **Scalable deployment:** The solution had to support efficient rollouts across multiple clients and locations, without heavy lifts from internal IT or vendor dependency.
- **Cost-effectiveness:** Affordability was a key consideration, ensuring that the solution could scale efficiently without driving up operational costs.
- **Innovative interface:** Saddle Creek prioritized a user-friendly interface that would give clients full visibility into order data and business performance.

The solution

After evaluating multiple OMS providers, Saddle Creek selected Infios's Order Management System. The decision came down to control, configurability and scale. Infios OMS offered the flexibility the 3PL needed to tailor operations for each client, all without expanding their IT footprint.

With Infios, Saddle Creek's clients can define their own business rules while retaining the flexibility to override them when needed. The system supports fulfillment strategies based on inventory availability and customer segmentation, delivering the adaptability today's market demands.

The results

Today, Saddle Creek currently operates Infios OMS for dozens of clients across a dozen facilities, powered by our native Integration Platform as a Service (iPaaS) layer. This built-in capability enables fast, seamless deployments, helping Saddle Creek onboard new clients quickly and



“What makes the OMS application so valuable is its configurability and customizability. We're able to tailor it ourselves, so we can be more responsive to our clients' needs. Many of the challenges it helps us solve extend beyond the traditional 'four walls' of a warehouse.”

Steve Congro

Vice President, Warehouse Systems
Saddle Creek Logistics

without disruption.

One standout feature for clients has been the ability to segment inventory, an especially valuable feature for brands selling across multiple channels, including e-commerce sites, retail stores and wholesale partners. Instead of exposing all stock to every channel and risking overselling, clients can strategically allocate inventory, reserving quantities for specific uses like wholesale replenishment. As a result, Saddle Creek's clients can ensure product availability for their end customers, regardless of where the order originates.

OMS has become a standard offering for all of the company's fulfillment clients. “Even if the client is not in multiple locations, even if the client does not do a lot of back orders, we inevitably find that there is an OMS function that the client will need.” says Steve Congro, Vice President, Warehouse Systems, Saddle Creek Logistics.

Beyond operational efficiency, Infios OMS has provided Saddle Creek with a strategic advantage in the competitive 3PL landscape—especially for omnichannel clients who expect speed, visibility and seamless fulfillment at every touchpoint.



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