

THE ODOM CORPORATION

END-TO-END OPERATIONAL VISIBILITY, ENDLESS ADVANTAGES



OVERVIEW

The Odom Corporation, an Alaska-based beverage distributor with annual sales totaling more than 30 million cases, drove business growth by strategically investing in technologies that reduce errors, lower costs and increase productivity.

Solutions and Support Center Raymond West worked closely with Odom on intralogistics solutions to increase visibility, consistency and connectivity across its four warehouses, totaling 700,000 square feet.



INTRALOGISTICS APPROACH

With a solution including telematics and labor management systems, operator assist technologies, 100+ lift truck models, racking, energy solutions, maintenance agreements/tracking, and more, Odom realized benefits only available when all warehouse workflows and systems seamlessly connect.

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Instead of having 10 to 15 different brands of equipment in the warehouse, we had one holistic experience. That really gave us a lot of advantages.

— Mike McCartney, Director of Operations, The Odom Corporation.

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iWAREHOUSE + LABOR MANAGEMENT SYSTEM

The iWAREHOUSE® Fleet and Warehouse Optimization System allowed Odom to gather valuable information directly from its fleet, assets and workforce to enhance efficiency and reliability — including optimization opportunities that otherwise would have gone unnoticed.

Raymond's labor management system provides Odom with clear visibility into where and how labor dollars are being spent so it can quickly and easily analyze costs and identify inefficiencies, such as missing time, at every level of the operation.

From initial implementation, Odom reports an **86% drop** in missing or unaccounted-for time.



PICK2PALLET™ LED LIGHT SYSTEM

The Pick2Pallet system significantly increases efficiencies while reinforcing training and improving accuracy. The custom-engineered Pick2Pallet system Odom commissioned allows operators to pick three pallets at the same time, instead of just one.

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Adding the Pick2Pallet LED light system really supplements operator learning and provides a solution to one of our biggest weaknesses, which is putting cases on the wrong pallet. In the future, when we buy a pallet jack, it will come with Pick2Pallet.

— Mike McCartney, Director of Operations,
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