

CeMAT

SOUTHEAST ASIA





Smarter Fulfillment with IFS Softeon Warehouse Management System

Scott Gillies, Vice President & Managing Director, Asia Pacific

IFS Softeon

May 2026



About Me



Scott Gillies

IFS Softeon

Vice President & Managing
Director, Asia Pacific

- 30 years in WMS / Supply Chain
- 15 Years in Asia Pacific
- Born in Toronto, Canada
- Grew up in Atlanta, GA
- Reside in Melbourne, Australia



IFS Softeon

- Softeon is now part of a global **\$1.7b company with 7,000 employees.**
- IFS serves a **diverse range of industries**, including Manufacturing, Service, and Logistics.
- Softeon fills a strategic gap for IFS with **Tier-1 Warehouse Management Software.**
- Softeon will operate as an **independent company.**
- Great cultural match: **Customer first, focused on long-term value.**

Your warehouse is the heart of your supply chain

It keeps materials, parts, and products flowing through the business.

It connects suppliers, production lines, service teams, and customers.

Every receipt, shipment, replenishment, order and fulfillment decision passes through it.

When the warehouse performs well, everyone is feeling good.



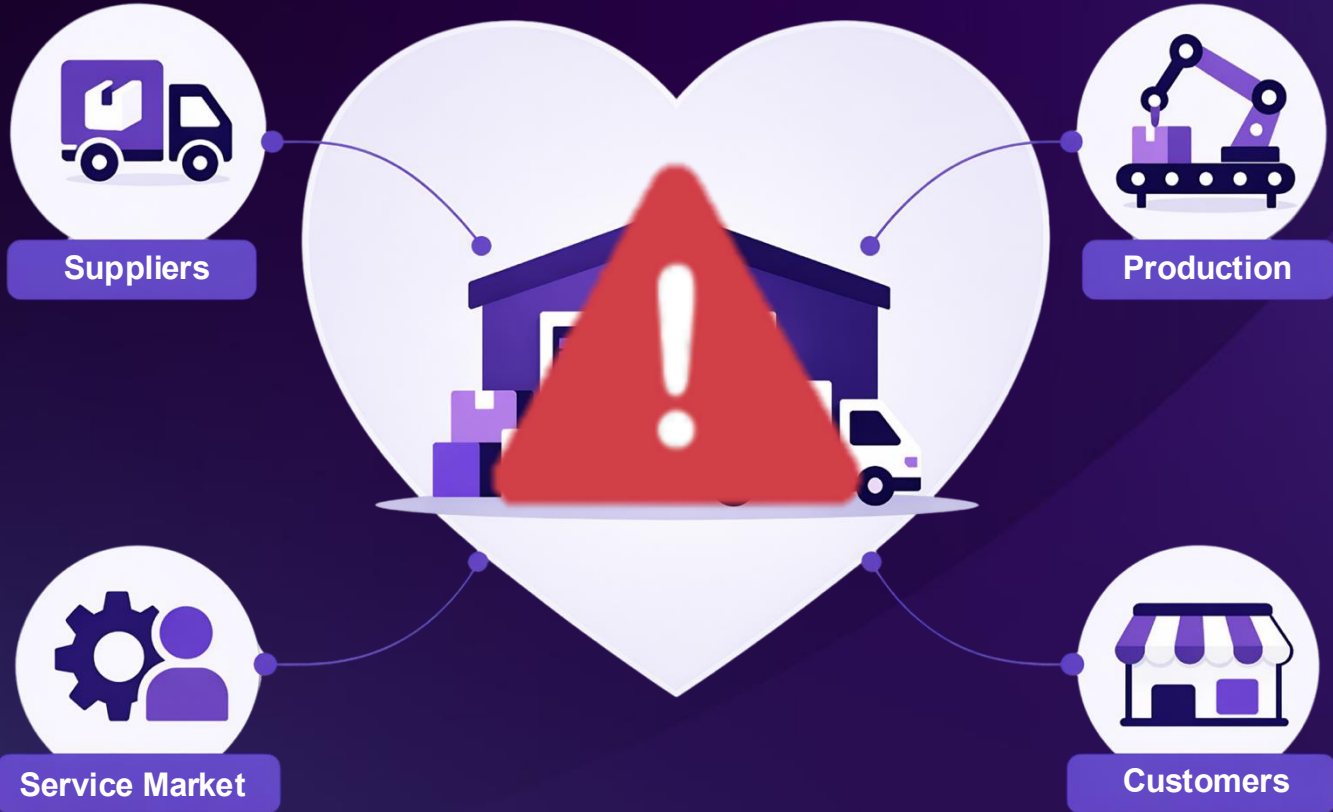
But when the heart struggles...

Production slows.

Service levels drop.

Inventory reports become harder to trust.

Costs begin to rise across the operation.



Modern supply chains need strong, agile and adaptable warehouse operations

- Improve warehouse productivity 5-20%.
- Reduce labour costs up to 25%.
- Dramatically improve order accuracy.
- Provide real time visibility to all stakeholders.
- Seamless integration to any material handling, robotics or automation systems and across the supply chain.
- React quickly to customer requirements and needs

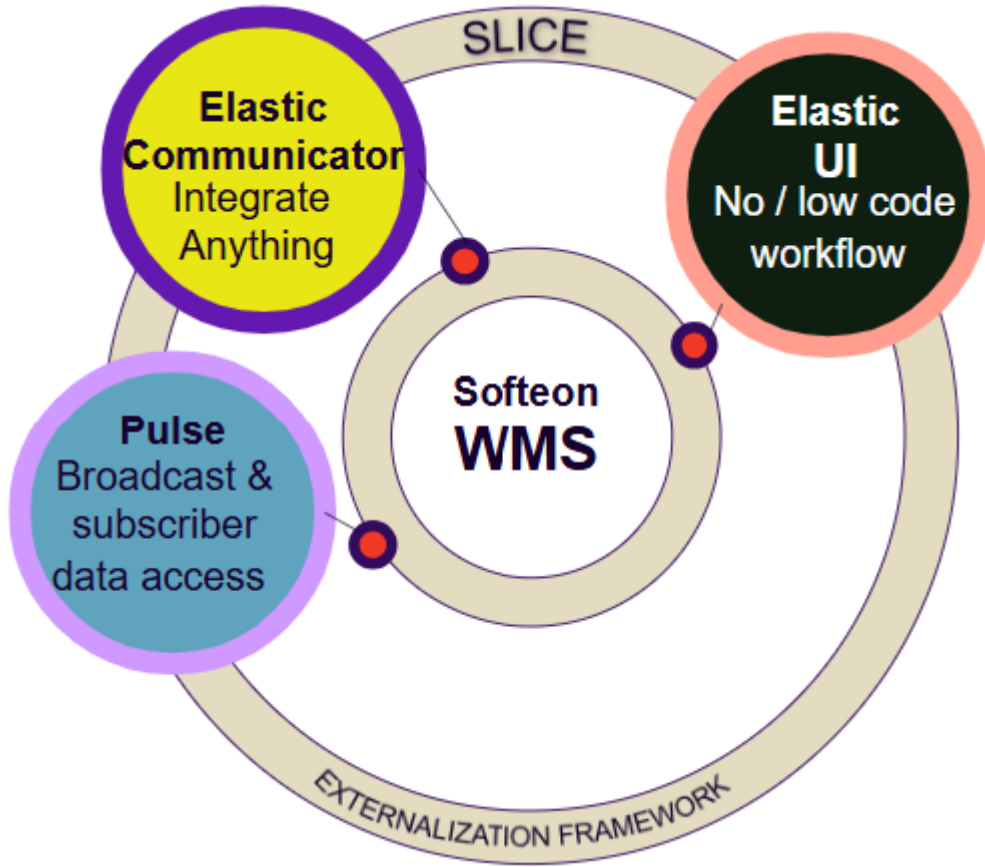


Built For Customer Enablement



Revolutionary Approach to WMS

Softeon's Enablement Tools were designed to let customers take control of their operation without requiring Softeon support. It provides the flexibility you need to handle and adapt to whatever comes your way without sacrificing your upgrade path.



The image displays three screenshots of the Softeon WMS interface:

- Returns (4)**: Shows a list of items with "Bagged" status and checkmarks. Items include a blue t-shirt, a yellow sweater, a pair of brown shoes, blue pants, and a black jacket.
- Putaway**: Shows a grid of storage bins. Location: BL03-R06-T08. Aisle: BL03, Row: R06, Tier: T08. A red location pin is shown on the grid. Below the grid is a "Confirm" button.
- Picking**: Shows a large green circle with the number "5". A woman is shown wearing a black jacket. Item description: 132-B Pink Clover, Lealand On The Shoulder Top. Item ID: 8062-029. A cart icon with the number "5" is shown. Below is a "Confirm" button.

Optimising Your Supply Chain

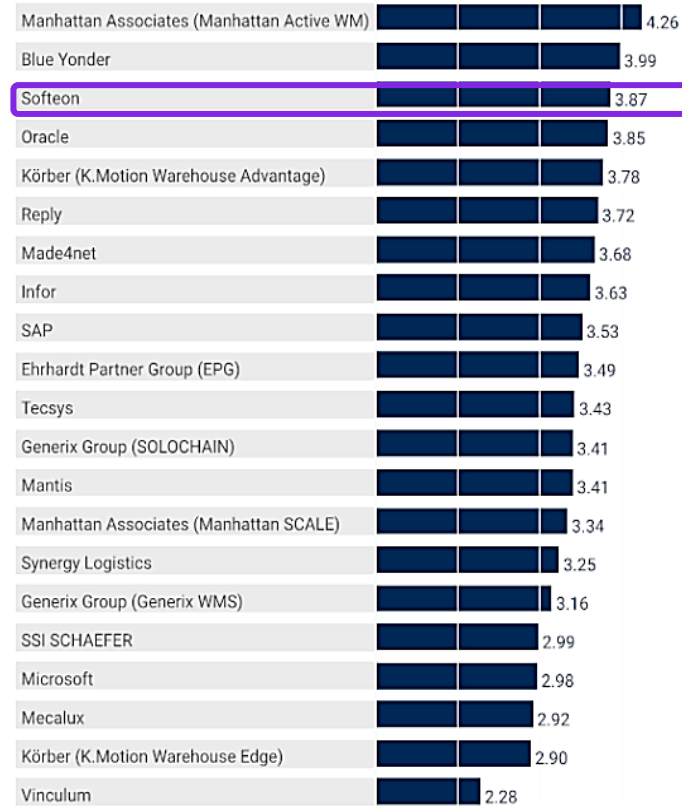


Recognised as a Tier-1 WMS

Gartner

Vendors' Product Scores for Level 3 Warehouse Operation Use Case

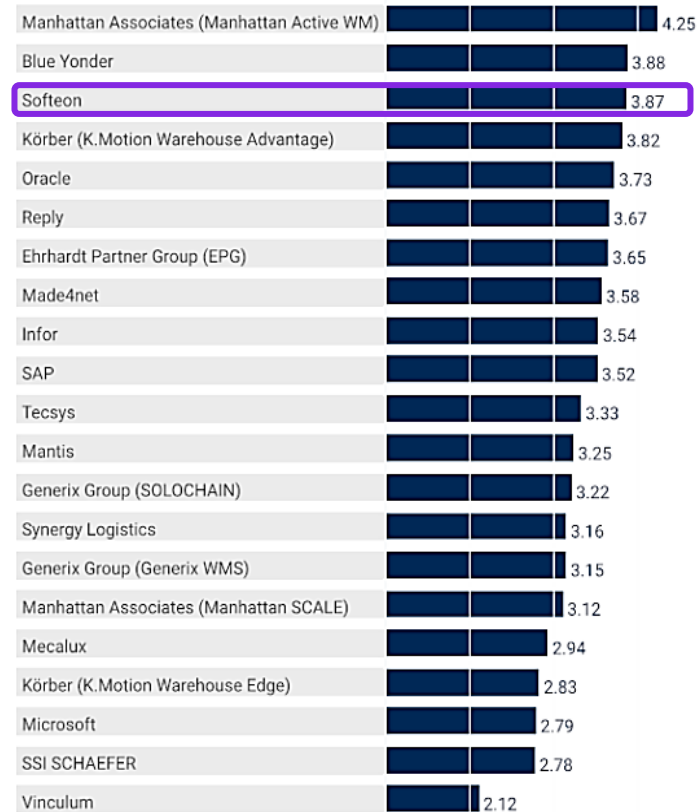
Product or Service Scores for Level 3 Warehouse Operation



Gartner

Vendors' Product Scores for Level 4 Warehouse Operation Use Case

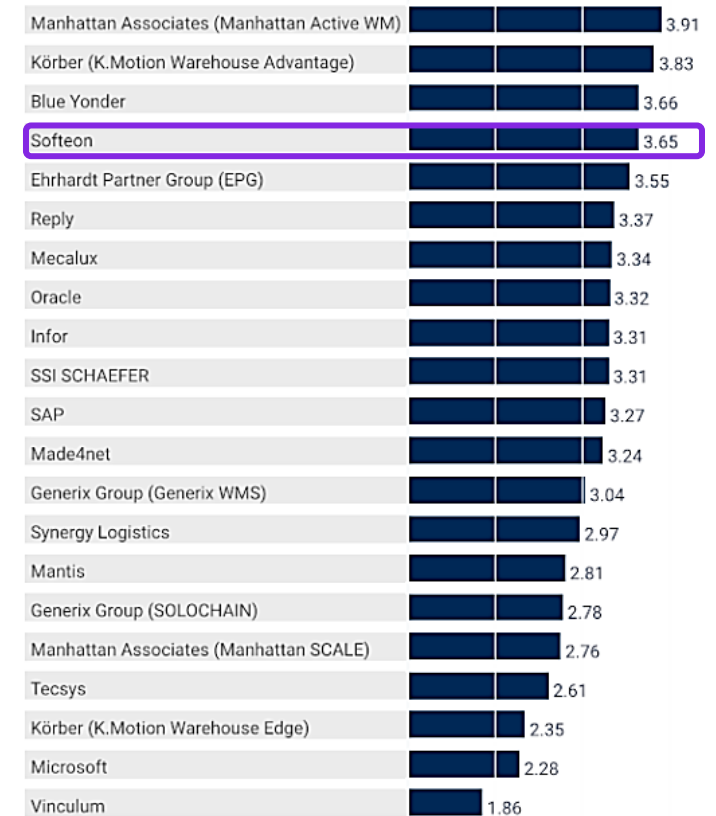
Product or Service Scores for Level 4 Warehouse Operation



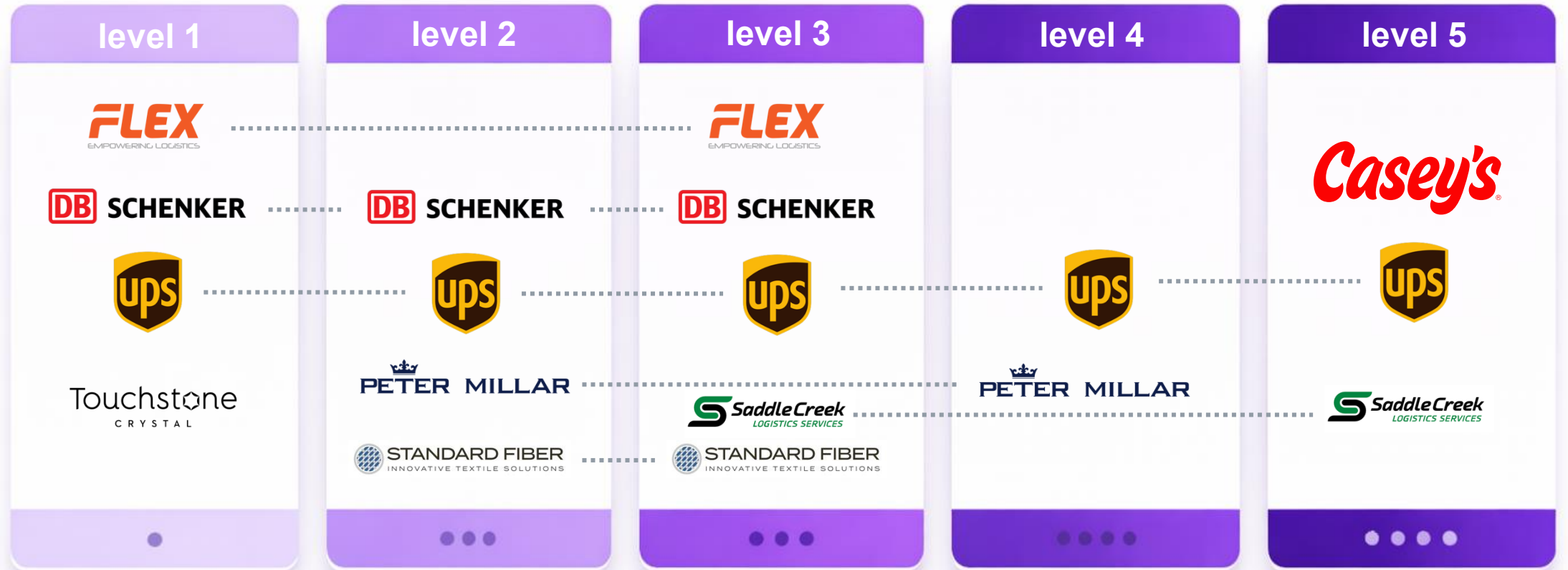
Gartner

Vendors' Product Scores for Level 5 Warehouse Operation Use Case

Product or Service Scores for Level 5 Warehouse Operation



The Power of One Scalable WMS: Customers



Basic Operations
Manual, foundational
warehouse processes
with limited system
support.

Streamlined Operations
Standardised workflows
with improved inventory
control and process
efficiency.

Automated Operations
Greater automation,
stronger system
integration, and more
consistent execution.

Intelligent Operations
Advanced orchestration
with data-driven decisions
and highly connected
workflows.

**Autonomous
Operations**
Self-optimising operations
with maximum agility,
intelligence, and scale.



Since 2019

- Onboarded 575+ Customers
- 80+ Sites
- 5,000+ Users
- High volume and complex workflows
- It's about speed, scale and service
- Automation – Locus, GEEK+, Perfect pick, Autostore

Customer Snapshot: UPS



Industry/Sector: Transportation & Logistics (Supply Chain Solutions / Healthcare)

Locations: HQ Atlanta, GA; 80+ sites globally including 10+ in EMEA, 7+ in APAC

Did you know?

UPS is a \$74B global logistics leader delivering 5.5B+ packages annually. UPS Supply Chain Solutions is a \$13B division serving the SMB community. UPS is now transitioning ALL customers from Manhattan Associates WMS to Softeon WMS across global operations in 2025–2026.



Customer Journey: UPS



Where they were

Largely running Manhattan Associates WMS across fulfillment network with manual order prioritization, limited automation integration, and no unified execution layer.

What they did

Deployed WES and WMS with Softeon across 80+ sites. Integrated AMRs from Locus Robotics, goods-to-person from AutoStore, GEEK+, and Perfect Pick. Built DSCSA-compliant workflows for UPS Healthcare operations.

What they achieved

50%+ productivity gains for some customers. 575+ customers onboarded, 5,000+ users, 80+ sites live. Real-time capacity monitoring, dynamic order prioritization, and autonomous fulfillment orchestration. Grew UPS Healthcare operations with Softeon as the platform of choice.

What's next?

Transitioning ALL remaining customers from Manhattan Associates to Softeon WMS (2025–2026). Expanding to 10–12 EMEA and 7–8 APAC sites. Corporate mandate: all Healthcare customers and new builds use Softeon WMS. Launching new end-to-end visibility and reporting platform.



“Everyone at Softeon, and I mean everyone, from the CEO to their Support organisation knows Warehouse and Distribution Operations. We like that Softeon is totally focused on helping us solve our toughest challenges.”

John Franklin

VP Warehousing Operations, Saddle Creek

“We are pleased to be working with Softeon to bring this project to life for CoolDrive. This is a foundational investment in the future of our supply chain. The new WMS and automation platform will help us deliver faster, smarter and more reliably for our customers as we continue to grow. ”

Tim Blanchard

Chief Operating Officer, CoolDrive Auto Parts

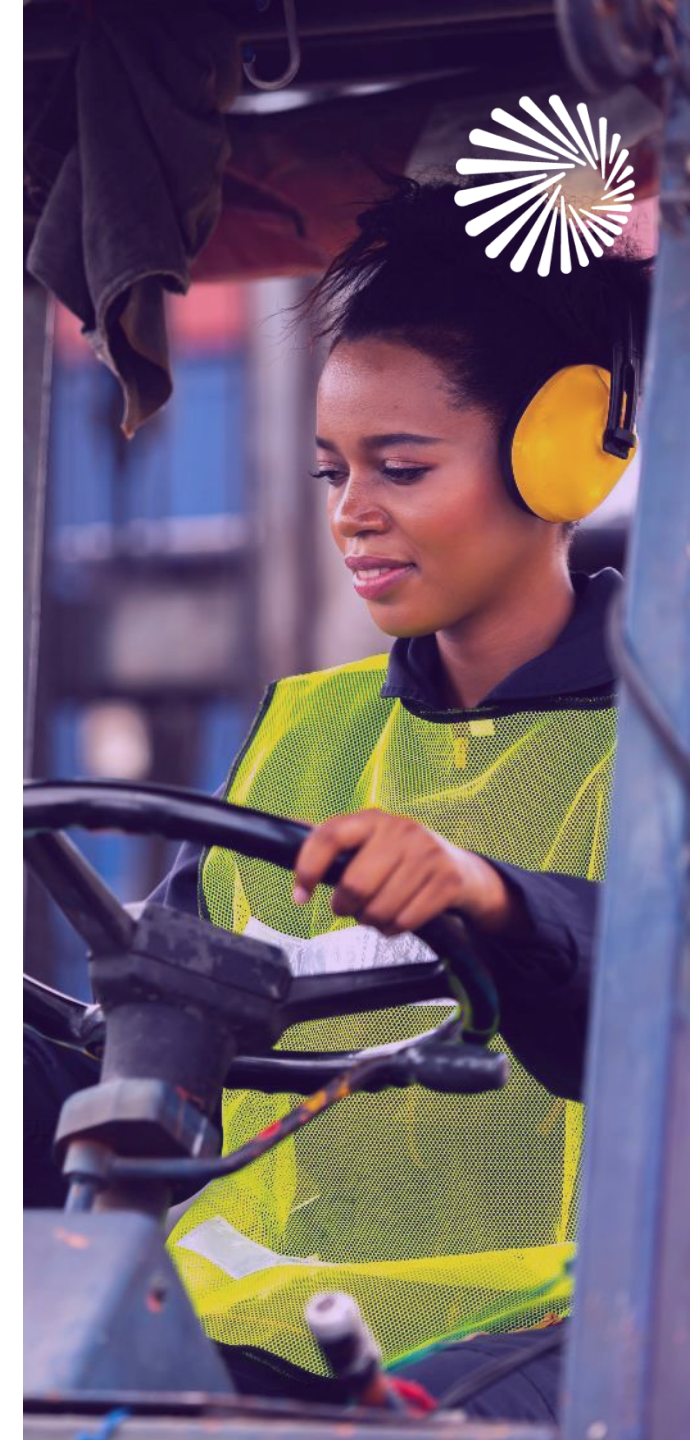
TAYLOR SWIFT & IFS SOFTEON



Connectiv SCS



- Connectiv provides precision manufacturing, product packaging, warehousing, distribution, and global logistics.
- From B2B to DTC channels, Connectiv delivers tailored solutions that strengthen supply chains. Strategically-located global facilities ensure flexibility & scalability to meet seasonal, promotional, & fast-moving product cycles
- 770,000 Sq Ft facility in Nashville, Tennessee with a large **AutoStore** implementation with Fortna WES
- Nashville DC primarily handling media and related materials (DVDs, LP, CD's Cassettes, and artist related merch). Entire facility dedicated to their customer Universal Music Group.
- 2 additional facilities in Memphis for other clients: **Locus robots** deployed in one Memphis facility (late 2024)
- 2 more buildings in Mexicali, Mexico; currently going live in Mexicali
- 280+ WMS Users across 4 warehouses
- Leverage DOM integrated to Softeon WMS and non-Softeon WMS.
- Automations enabled include Fortna, Autostore, Locus, Auto-Bagger



The Distribution & Logistics Co.



Sydney Erskine Park warehouse (Live May 2021)

3PL for Ship to Retail (JB HiFi, Kmart, Big W, etc.)

14,000 sqm shed, 30k bulk location, 26k pick faces, 99+% accuracy, very high DIFOT

VNAs for bulk stock with VNA Trucks:

Directed Replenishment - pull multiple replens to a pallet in VNA, leave at staging location, then directed to pick faces for replenishments

Automated Conveyor Sortation into 46 Picking Zones with Dexion Pick To Light

Full pallet picks to Mezzanine for fastest moving items

Cartonised outbound: 6 different carton sizes

Softion speaks to Dexion RDS, orders get cartonised in Softion WMS, real-time inventory updates between systems at all times

Value Added Services include: stickering, label packs, and more

Automated Weight Check, Label Printing, Tape Sealing machine, Conveyor Sortation to pack station

Picked this morning, in store by tomorrow morning (previous distributor was 5+ days delivery)

8 clients: 5 Star Games, Maruci baseball, Bandai, Hardy Grant-Pan MacMillan, Sega, Sony, Universal Music Group



NEWS ROOM

B dynamic Logistics Selects Softeon Warehouse Management System to Power Growth and Customer Onboarding Speed

 by Mike Catalino | Oct 15, 2025



From left to right: B dynamic Logistics COO Simi Taumalolo, Extolla CEO Peter Kendall, B dynamic Logistics CEO Mangala Siriwardhane, Softeon VP & Managing Director Australia & New Zealand Scott Gillies, and B dynamic Logistics CIO Suranthe de Silva.

“Our strategic partnership with Softeon is a key step in future proofing our business, enabling us to deliver greater flexibility, scalability, and innovation in the technology solutions we provide to our customers.”

Mangala Siriwardhane, CEO, B dynamic Logistics

“Softeon brings deep 3PL expertise, as well as the ability to configure and adapt to our customers’ needs in real time to provide a seamless customer experience. That was a game-changer for us.”

Suranthe de Silva, CIO, B dynamic Logistics



NEWS ROOM

Global Logistics Leader Aramex Selects Softeon as Strategic WMS Partner

by Softeon | Jan 06, 2023



Softeon Vice President & Managing Director EMEA, James Newman with Aramex's Chief Technology Officer Francoise Russo.

“Softeon’s speed to market, particularly in the 3PL market, will enable us to bring new sites and clients online faster, creating immediate value in days instead of weeks.”

Francoise Russo, Chief Technology Officer, Aramex

“We are honored and proud to partner with Aramex, a global leader in logistics and transportation,” said Jim Hoefflin, CEO, Softeon.

“This collaboration reinforces our growth across the Middle East and Africa and showcases the power of our 3PL-focused WMS, featuring advanced billing, labour management, and a warehouse execution system (WES) to deliver measurable results in high-volume operations.”

Jim Hoefflin, CEO, Softeon

Shiperoo: Highly Automated 3PL for B2B and B2C

IFS Softeon WMS & DOM



Current: 2 VIC DCs with Geek+

Softeon WMS for 215+ Users:

1. New Sydney DC
 - AutoStore
2. Melbourne Warehouse 4
 - Geek+ PopPick
1. Melbourne Warehouse 6
 - Geek+ RoboShuttle
3. New Queensland DC
 - 1. Geek+ PopPick
4. DOM Implementation



02

Functional Demo

Softeon AI Layer (SAIL) – Our Cohesive Strategy



SAIL Assist

- ✓ - AI-driven insights on all dashboards
- ✓ - Contextually aware, from system-level to persona-level
- ✓ - AI-assisted support capabilities



SAIL Launch

- ✓ - Streamline onboarding and configurations
- ✓ - Claude-based configuration of enablement technologies



SAIL Optimize

- ✓ - Real-time task escalation, re-routing, lane shifting
- ✓ - In App Help Agents
- 🕒 - IFS Loops Agentic Framework
- 🕒 - Nine use cases being built



SAIL Reach

- 🕒 - The “Massively Observable Warehouse”
- 🕒 - Expose what you choose to your entire AI ecosystem

IFS Softeon Solution

Warehouse Management System/ Warehouse Execution System



Operations

- Yard Management
- Inbound/ QC
- Directed Putaway
- Picking Optimisation
- Multi-tenant structure
- Labour Management
- Billing Management
- Composable UI

Orchestration

- Rules based routing
- Identify bottlenecks and re-route orders
- Operational equilibrium
- Optimise workflow and routing with MHE and human labour

Integration

- Robust APIs
- Multi-lingual
- Native integration to hundreds of systems
- Rapidly add new technology
- In-line transformation

Distributed Order Management

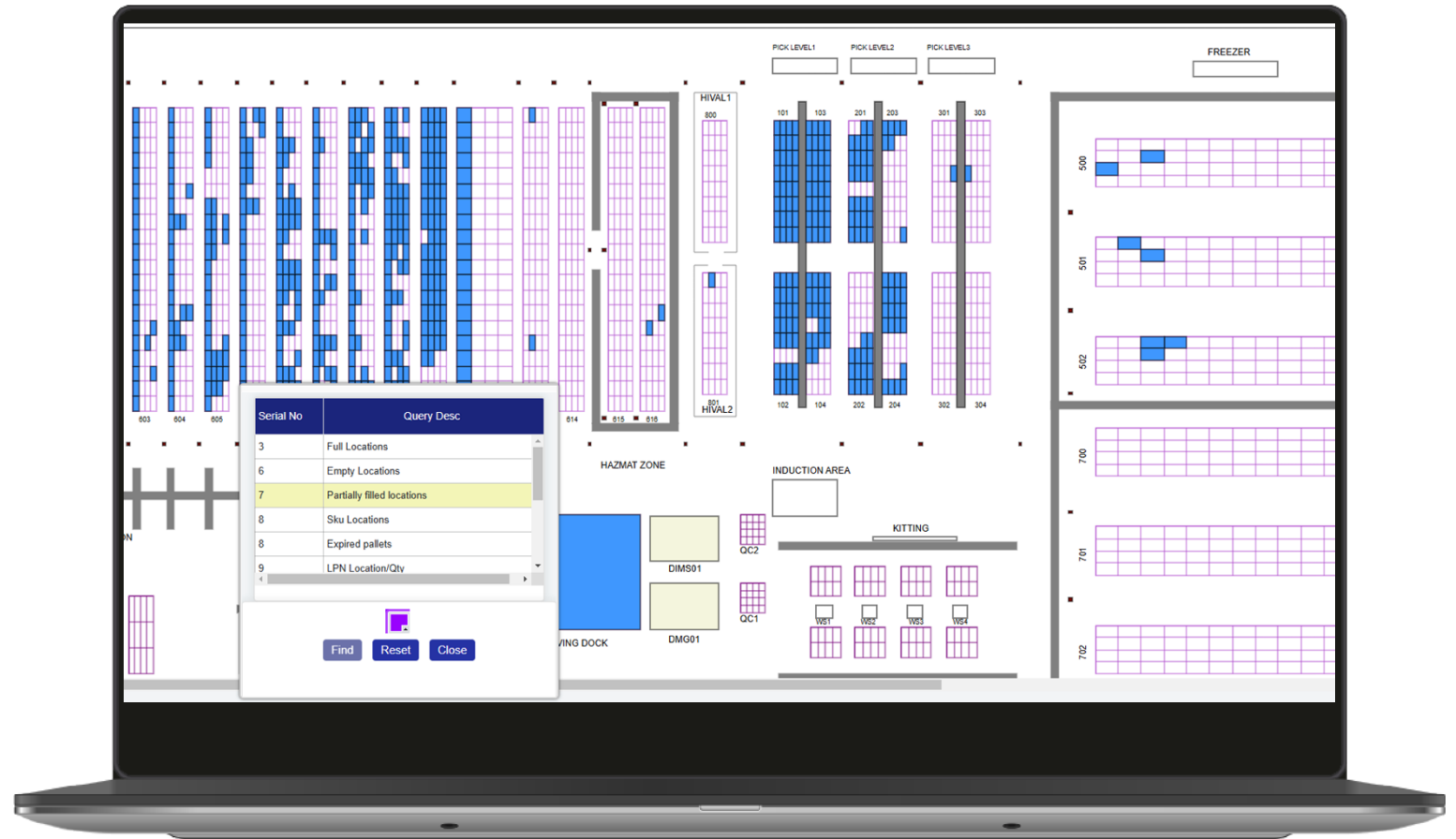


Order Management

- B2B and B2C
- Real time visibility
- Allocation
- Profitability driven
- Back orders
- Subscriptions
- New product introductions

Inventory & Operations Visibility & Availability

- Warehouse schematic overview
- Real time queries of the operation
- Red, amber, green analytics



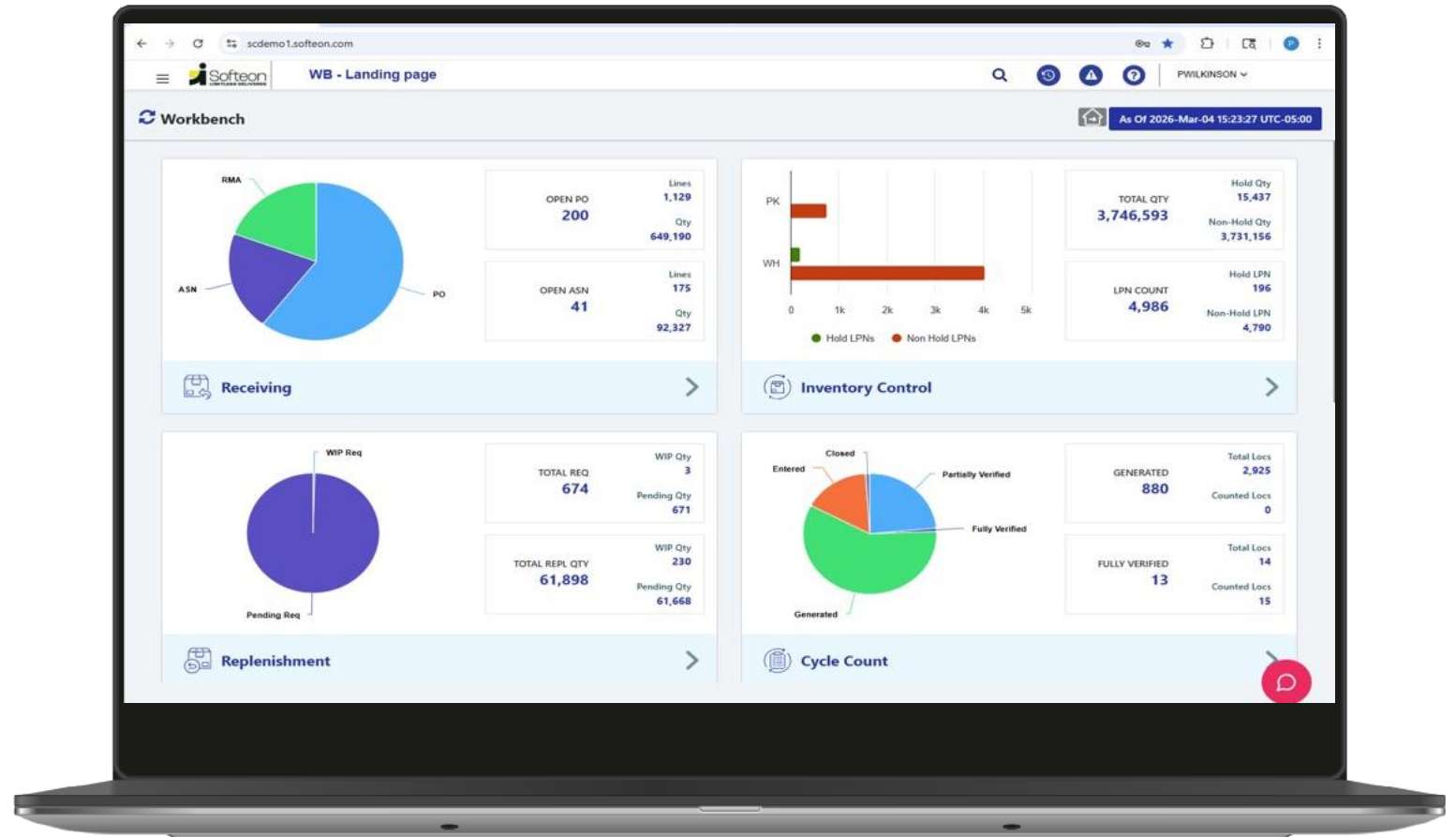
Inventory & Operations Visibility & Availability

- Warehouse schematic overview
- Real time queries of the operation
- Red, amber, green analytics



Inventory & Operations Visibility & Availability

- Full, real-time visibility
- Proactive notifications
- Expanded availability to connect to external BI tools or AI modeling



High-Level Insight Add Office

COMPLETED ORDERS:	Units 255650
4589	Units 105636
EXPECTATIONS ORDERS:	Units 255650
3489	Units 105635

Receiving office >

COMPLETED ORDERS:	Units 255650
4589	Units 105636
EXPECTATIONS ORDERS:	Units 255650
3489	Units 105635

Inventory Control Office >

COMPLETED ORDERS:	Units 255650
4589	Units 105636
EXPECTATIONS ORDERS:	Units 255650
3489	Units 105635

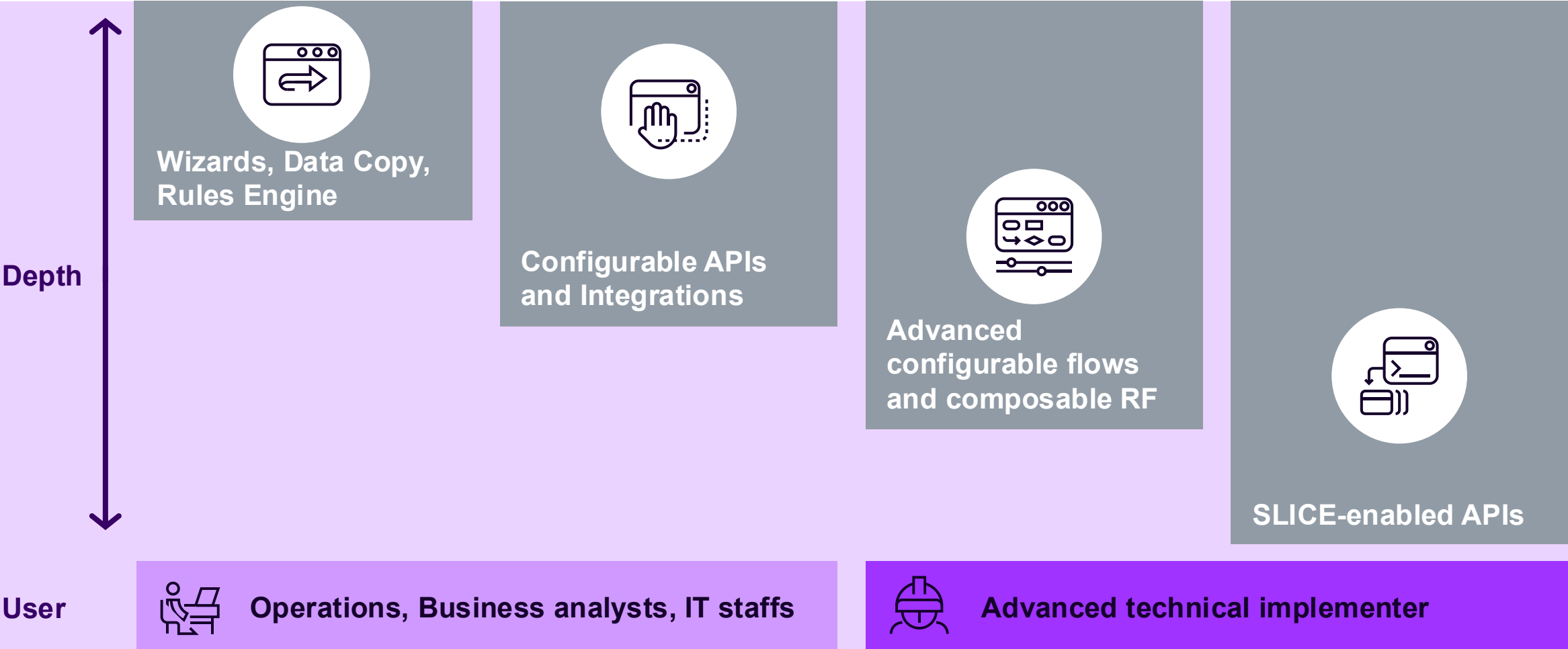
Cycle Counting Office >

COMPLETED ORDERS:	Units 255650
4589	Units 105636
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Order Management >

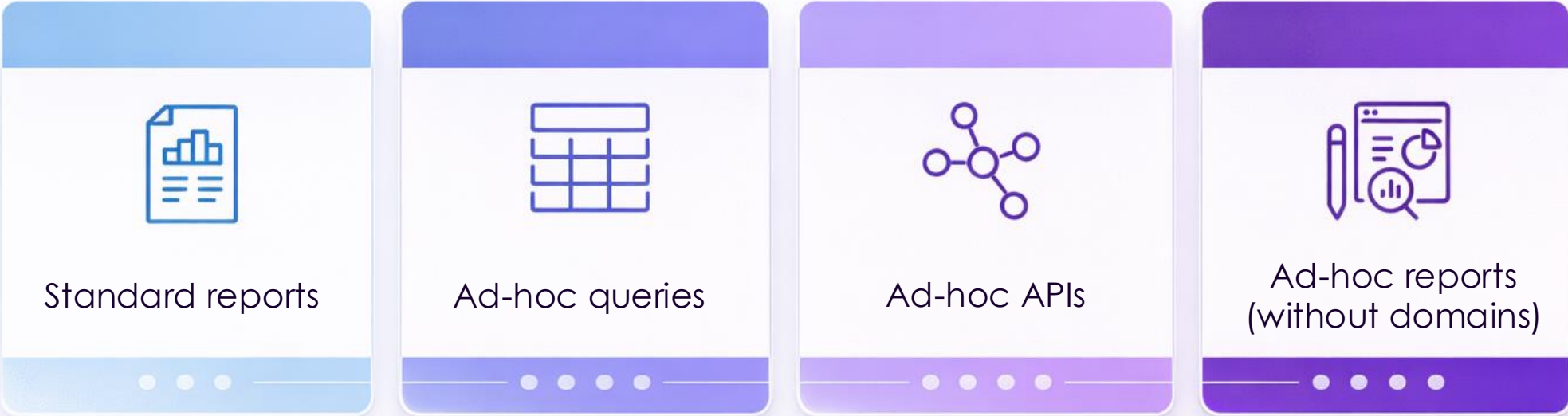
Enablement Oriented Philosophy

Driving enablement to broader audiences ...



Operational Reports

(Standard, Domain, Ad-hoc)

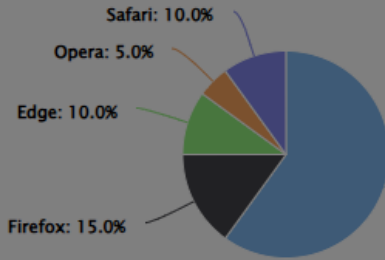


Depth

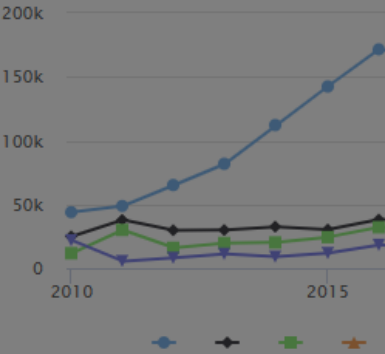


User





 Receiving office



 Cycle Counting Office

Receiving Insights

- **Throughput is strong** — Receipts at 12 vs. 7.4 weekly avg confirms the team is executing well above baseline under surge conditions.
- **60 dock doors is the right call** — spreading load across more doors is protecting staging flow, not harming it; hold this decision.
- **Inbound pipeline is 60–65% above avg on all measures** — this is a volume surge requiring active management, not a process failure.
- **Putaway backlog at 100 is the primary risk** — product is clearing slower than it's arriving; left unchecked, staging fills and MHE shifts away from Replenishment.
- **Redirect labor to putaway now** — target below 70 tasks before the next inbound wave to protect dock flow.
- **Sequence large-qty POs early** — 3,400 open PO qty is 62% above avg; move high-volume loads while staging capacity is still available.
- **Escalate at 130 putaway tasks** — above that threshold, dock flow constraint becomes unavoidable regardless of door count.



 Order Management



COMPLETED ORDERS: **4589** Units **255650**
Units **105636**

EXPECTATIONS ORDERS: **3489** Units **255650**
Units **105635**



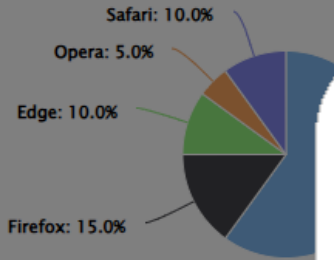
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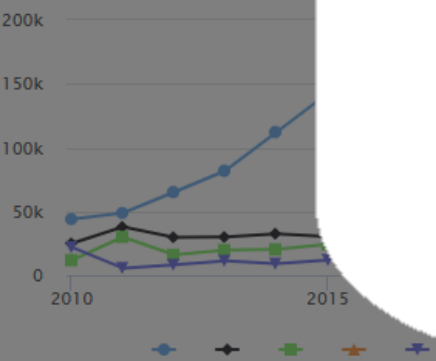
High-Level Insight



Add Office



Receiving office



Cycle Counting Office >

Order Management >

Replenishment Insights

- **Pick face is under active stress** — 9 zero locations during 6 concurrent waves is a live order delay, not a future risk.
- **Replenishment gap is both an MHE contention and an inventory availability problem** — putaway at 100 tasks means some depleted SKUs may not yet have reserve inventory in a pullable location, making MHE redirection alone insufficient.
- **Identify which zero-location SKUs are still in the putaway queue** — those specific putaways must be completed first before any other putaway task, as they unlock both the inventory source and the replenishment path simultaneously.
- **Once critical SKUs are putaway, redirect remaining MHE to replenishment** — this two-step sequence resolves both constraints in the correct order without abandoning either queue.
- **Flip MHE back to general putaway when zero locations drop below 4** — at that point pick face risk is contained and burning down the putaway backlog prevents the contention from recurring.
- **Escalate if zero locations exceed 12** — at that threshold pick shorts on active waves are unavoidable regardless of how quickly putaway and replenishment recover.

COMPLETED ORDERS: **4589** Units **255650**
Units **105636**

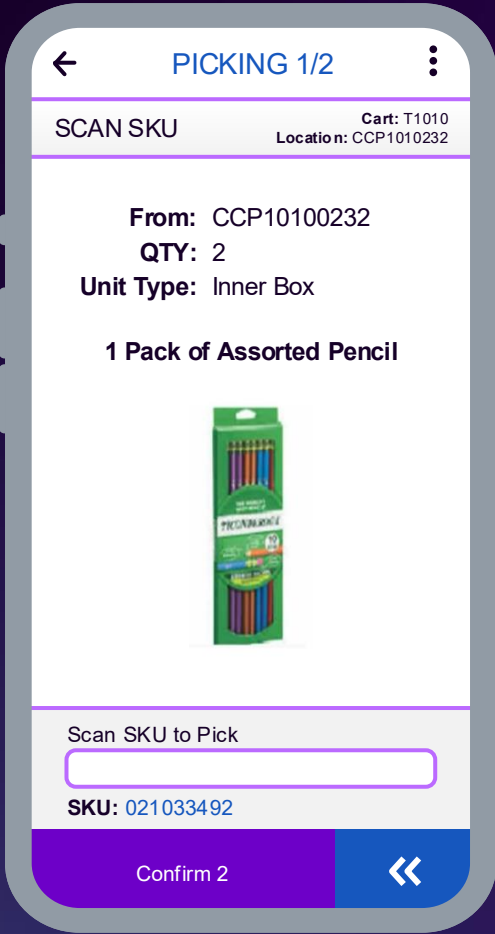
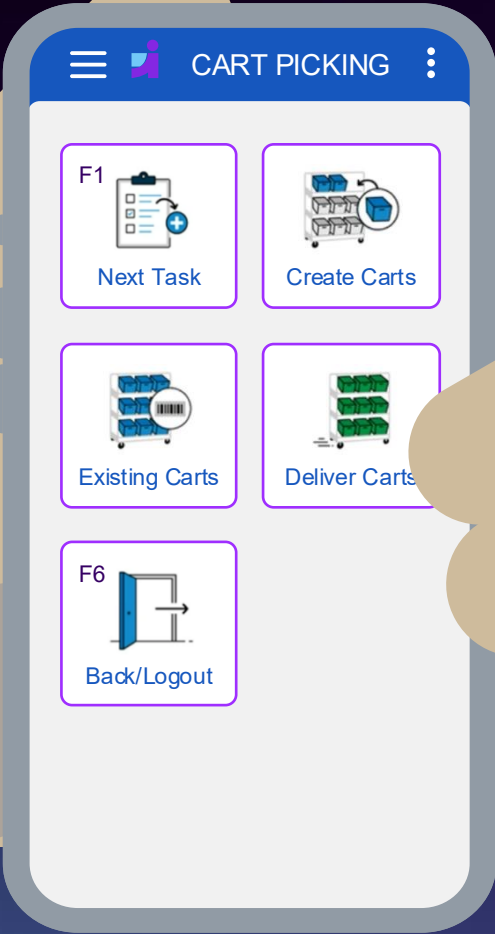
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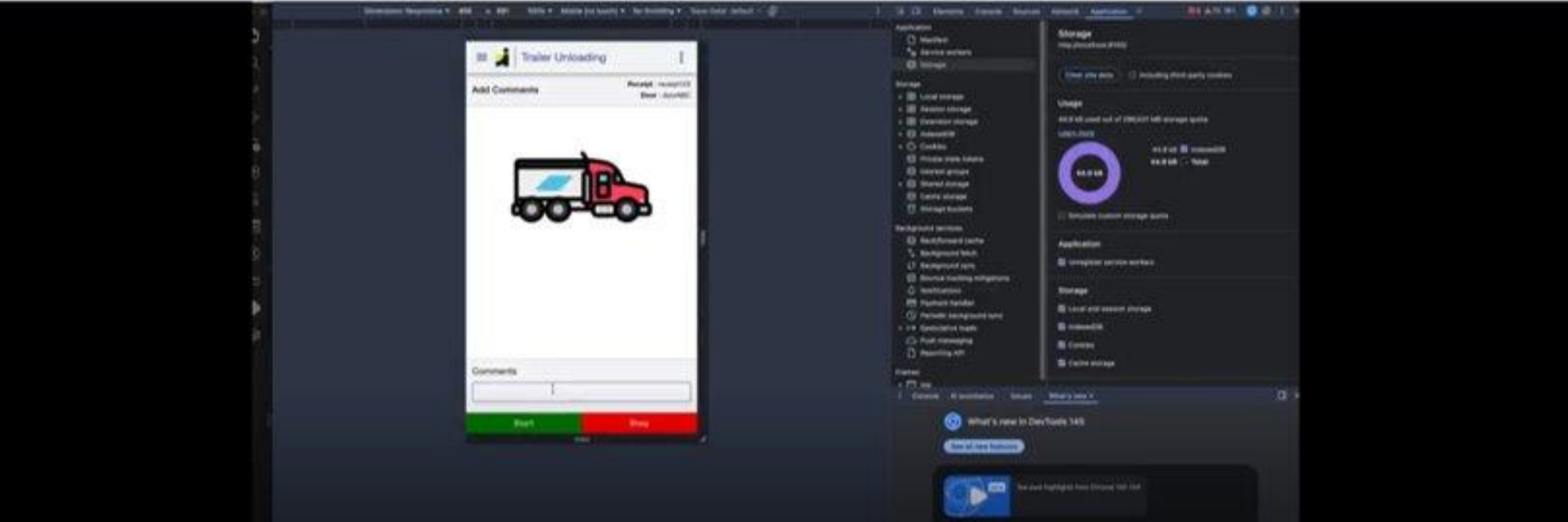
EXPECTATIONS ORDERS: **3489** Units **255650**
Units **105635**

Configurable UI and Enablement

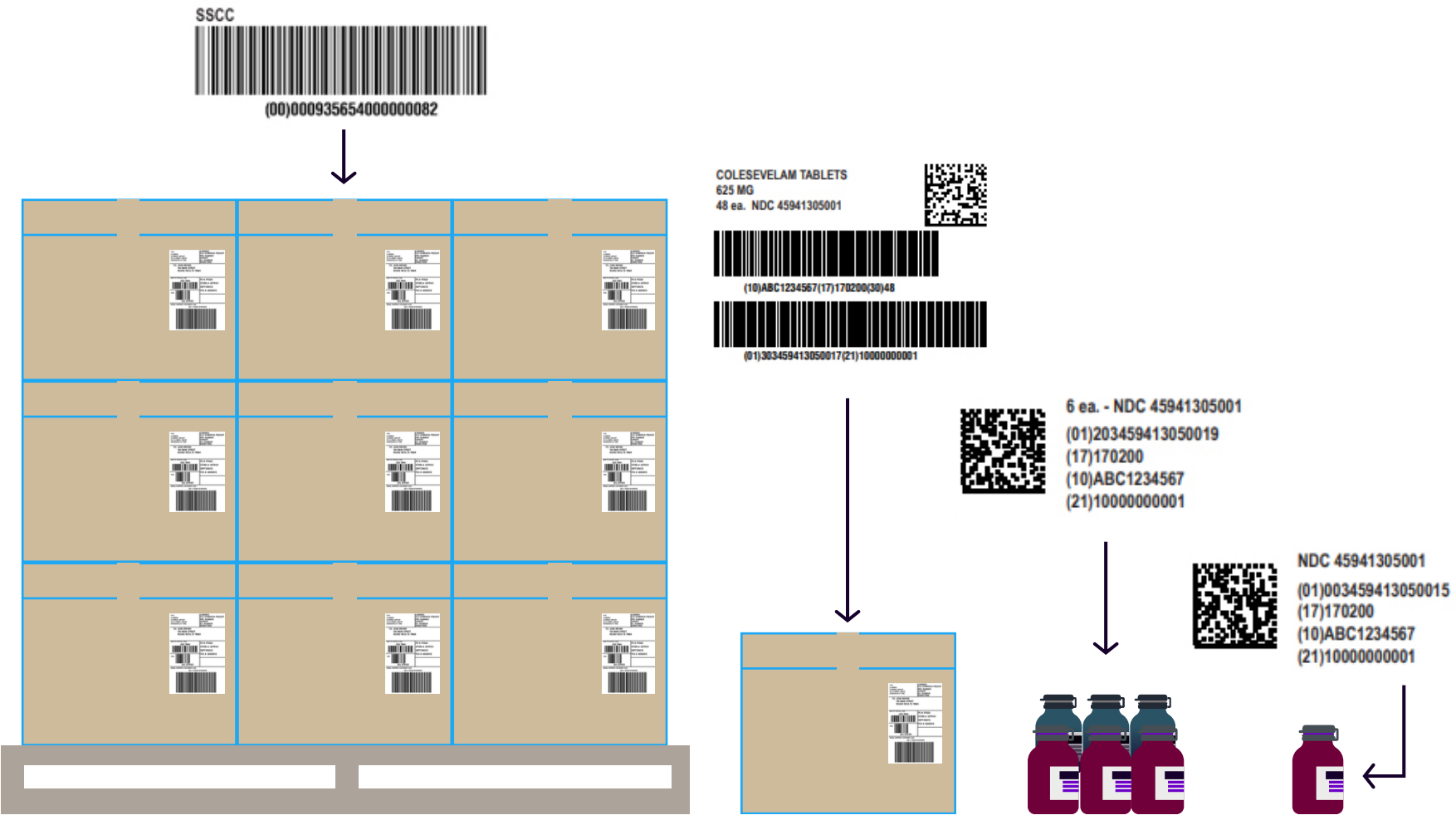


- Main Process/Flow Step
- Step Description/hint and task info
(2 fields can be used as needed)
- Application Area
- Verification Area
- Button/progress
(grey means not ready or not completed)

Claude Skills for Enabling Implementers

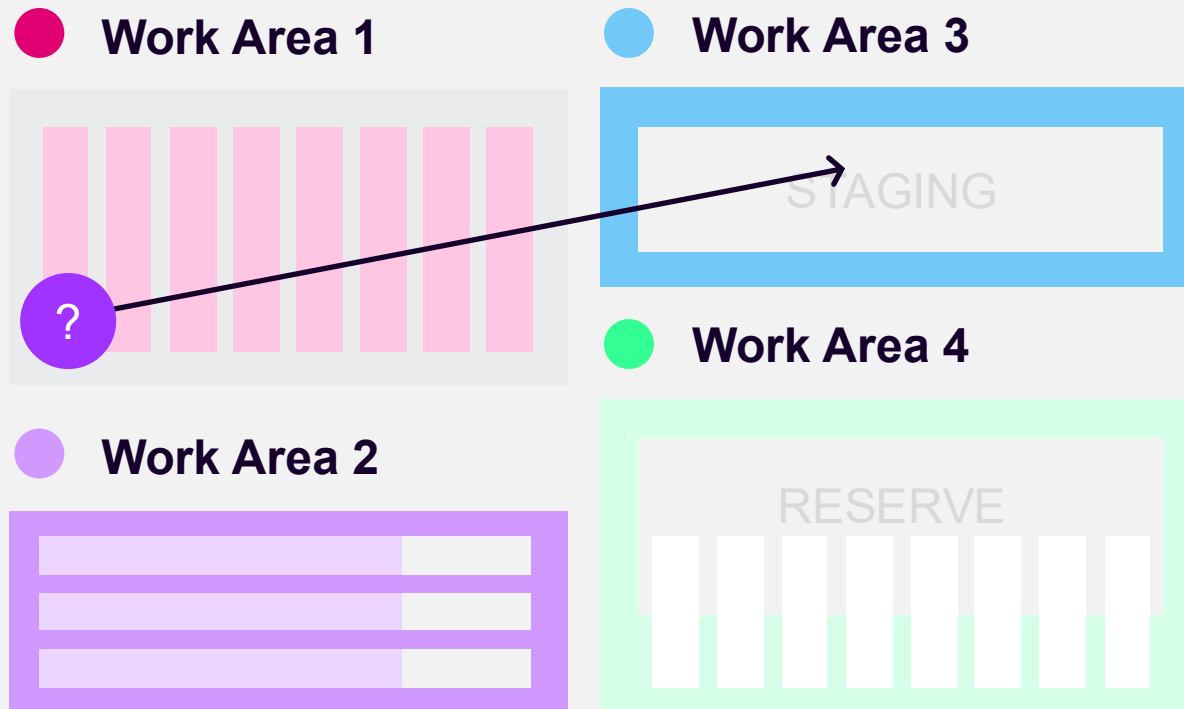


Detailed Tracking Capabilities



- Key capabilities :**
-  Easily create a compliant operation
 -  Track lots/ serials at every level of packaging

TASK OPTIMISATION (OLD)

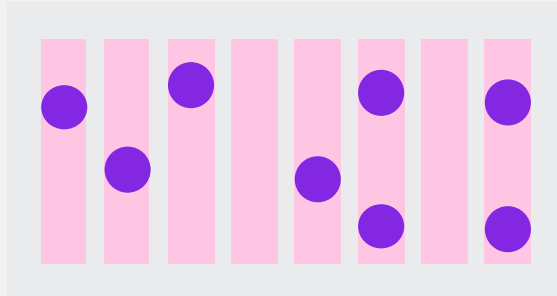


Unnecessary travel and wasted time

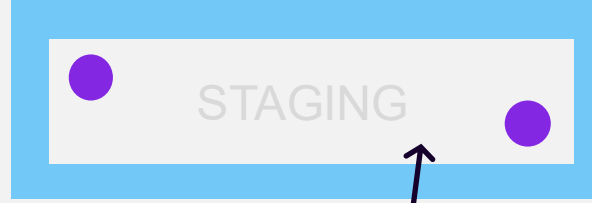
TASK OPTIMISATION (NEW)



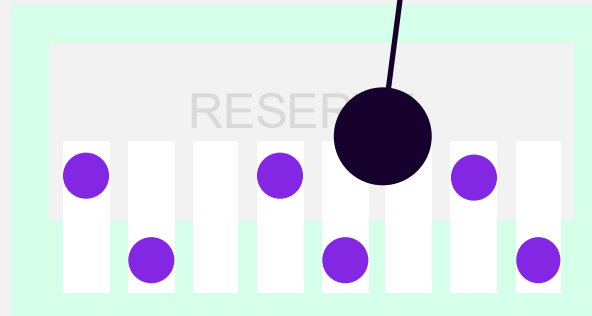
● Work Area 1



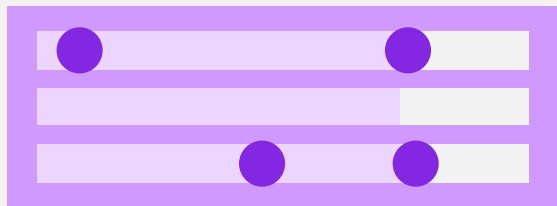
● Work Area 3



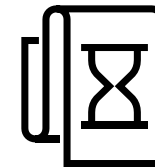
● Work Area 4



● Work Area 2



Task optimisation considers who is about to finish a task, rather than who is already finished

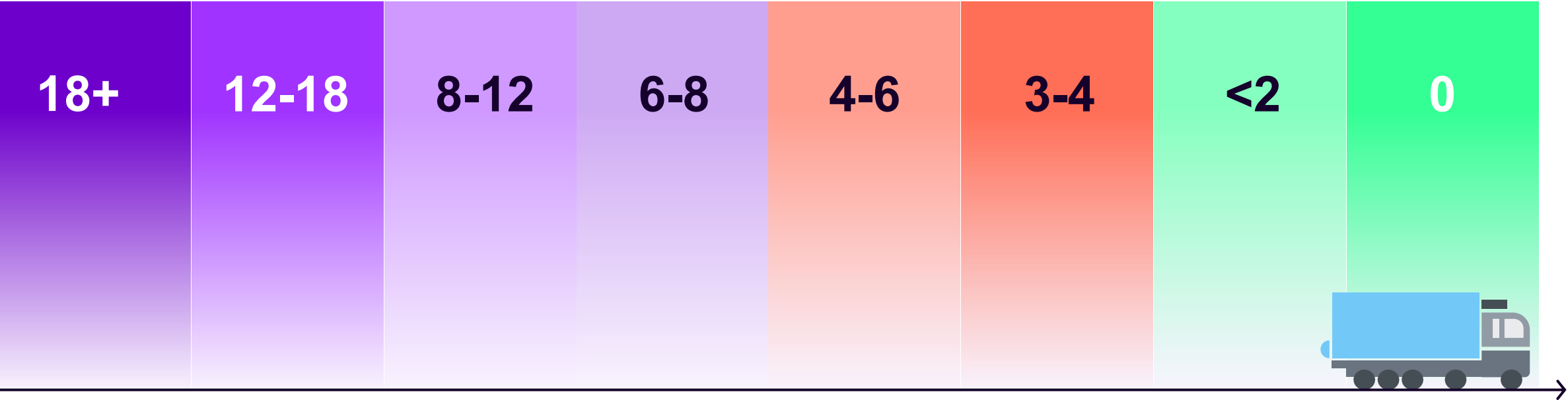


More efficient task allocation

Priority Smoothing



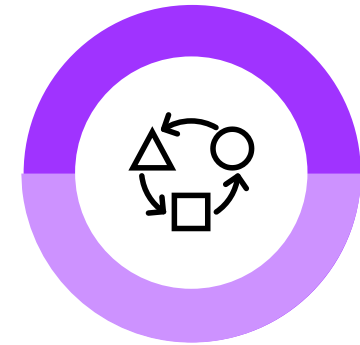
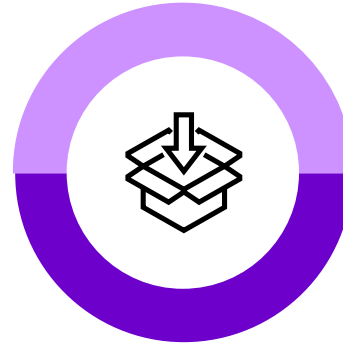
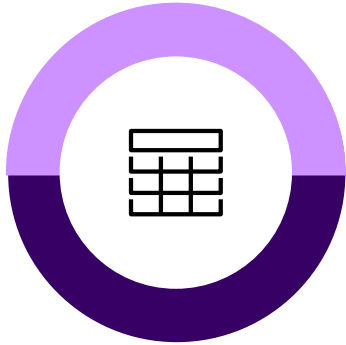
Loaded-by time (hours)



Lowest priority

Highest priority

Picking Overview



PICK TYPES

- Loose
- Case
- Pallet
- Layer
- Mixed (Case & Loose)
- Pack
- Multi-Pallet

PICKING METHODS

- RF
- Desktop
- Mobile
- Voice
- Paper
- MHE
- Pick-to-Light / Automation
- Put-to-Light

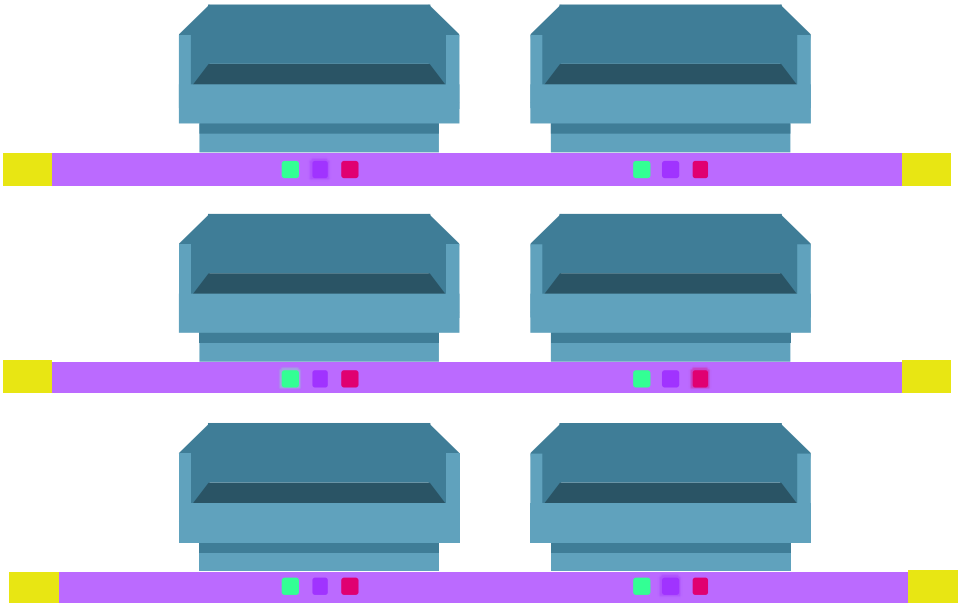
TASK-BASED PICKING

- Batch/Bulk
- Cluster
- Pick & Pass
- Online

OTHER PICK OPTIONS

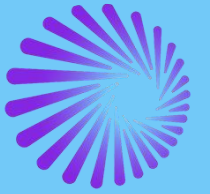
- Rotation by FIFO, FEFO, LIFO, LOT
- Complete product tracking by lot, expiration date, serial, LPN, VMI, disposition code
- Count backs

Putwall Orchestration





Native Voice Application



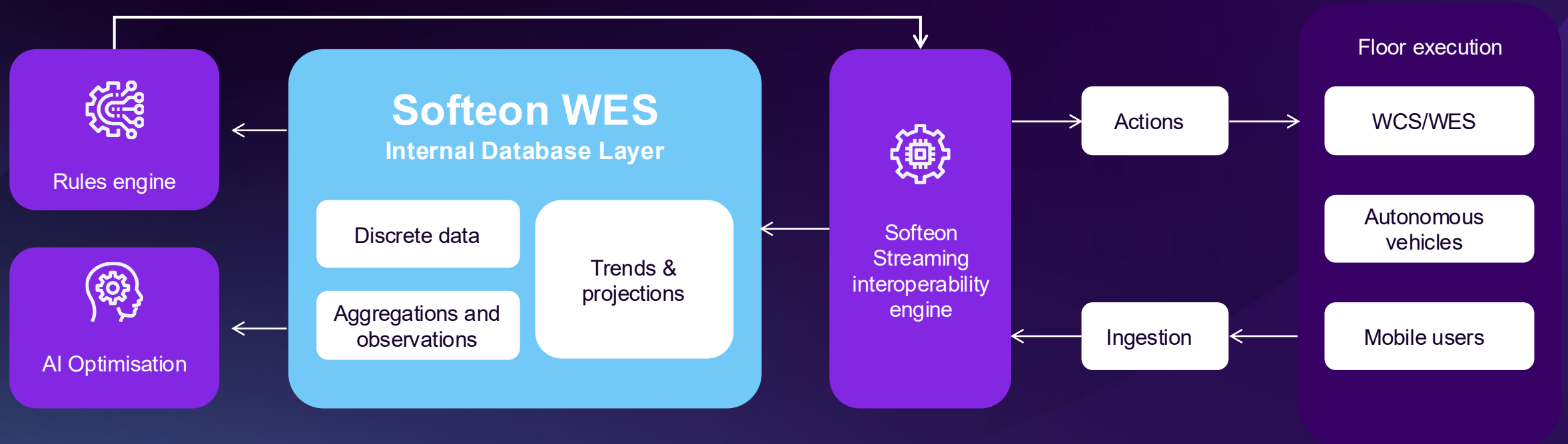
- Natural Voice Recognition – No Voice Training Required
- Multi-Lingual Support
- In-Built Load Balancing
- Replace 3rd Party Voice Applications
- Voice engine tuned to user preferences (volume, speed, speech confidence, and much more)

Material Handling Equipment



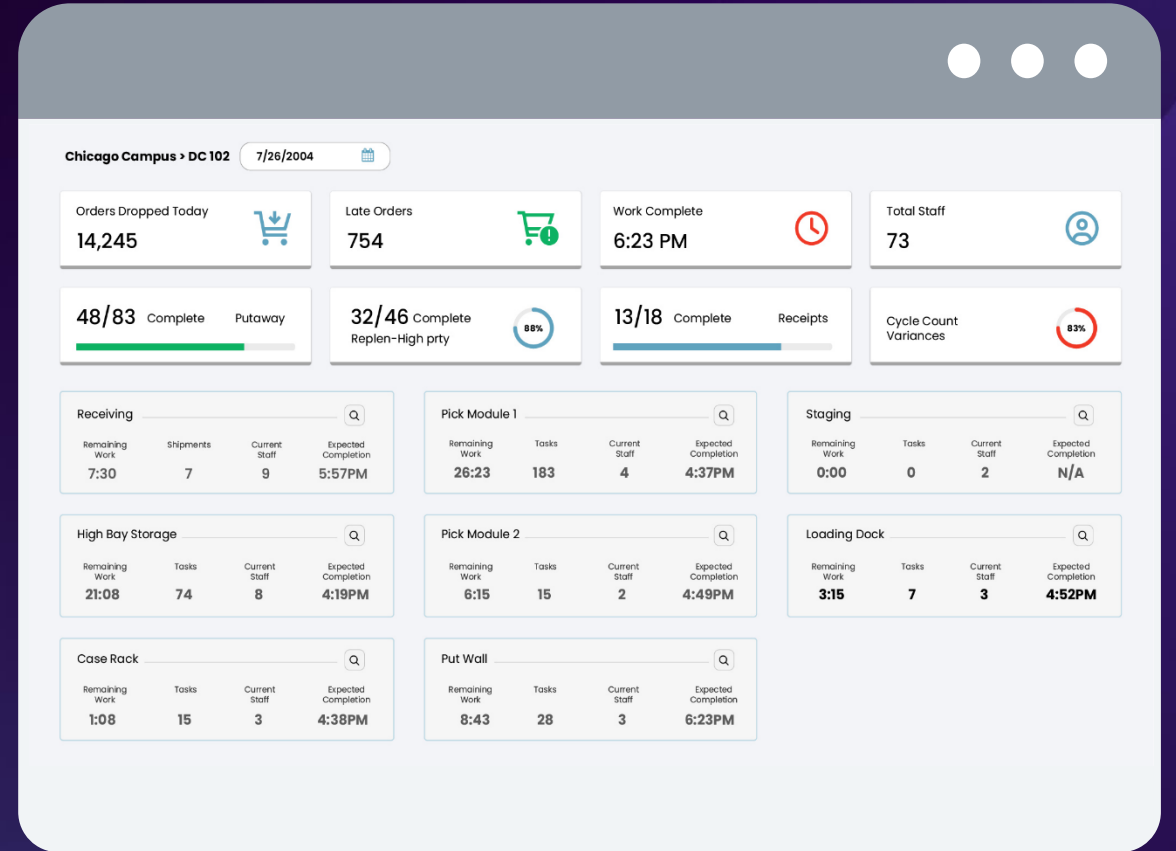
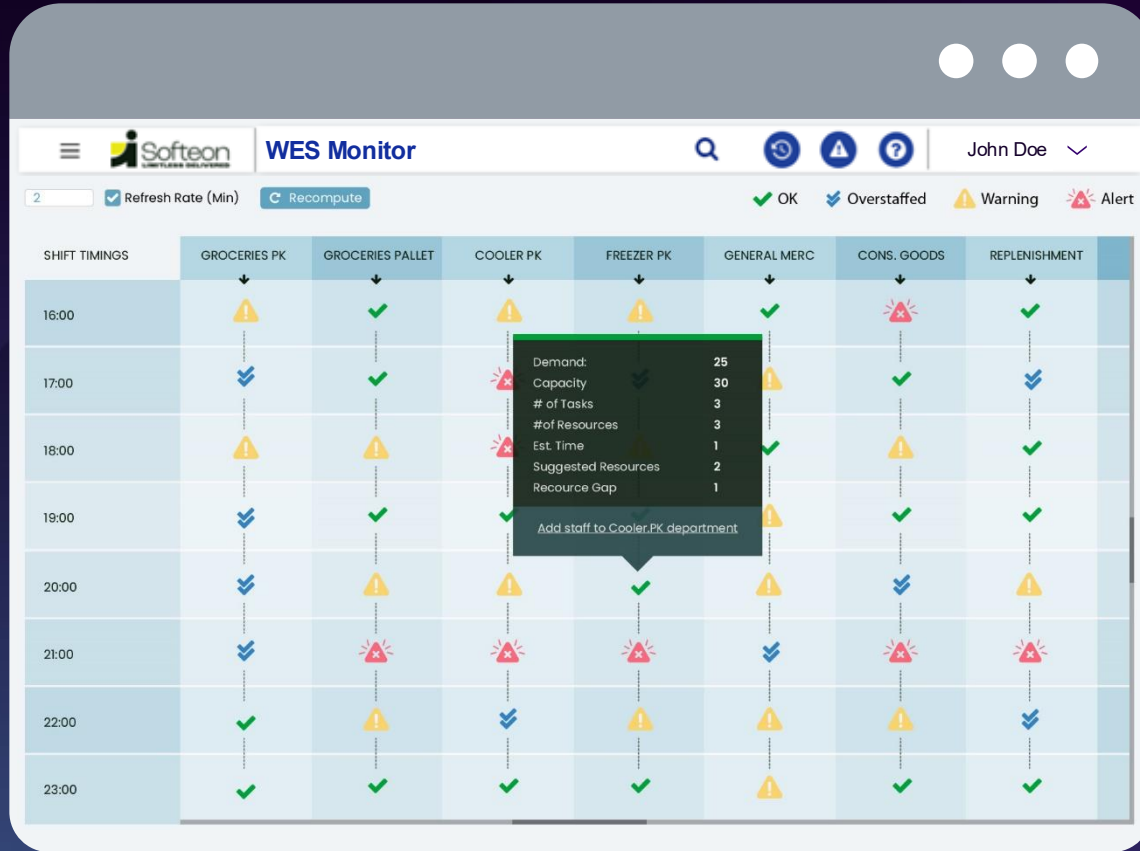
Warehouse Execution System (WES)

Enhance orchestration across
human and automated work



Warehouse Execution System (WES)

Enhance orchestration across human and automated work

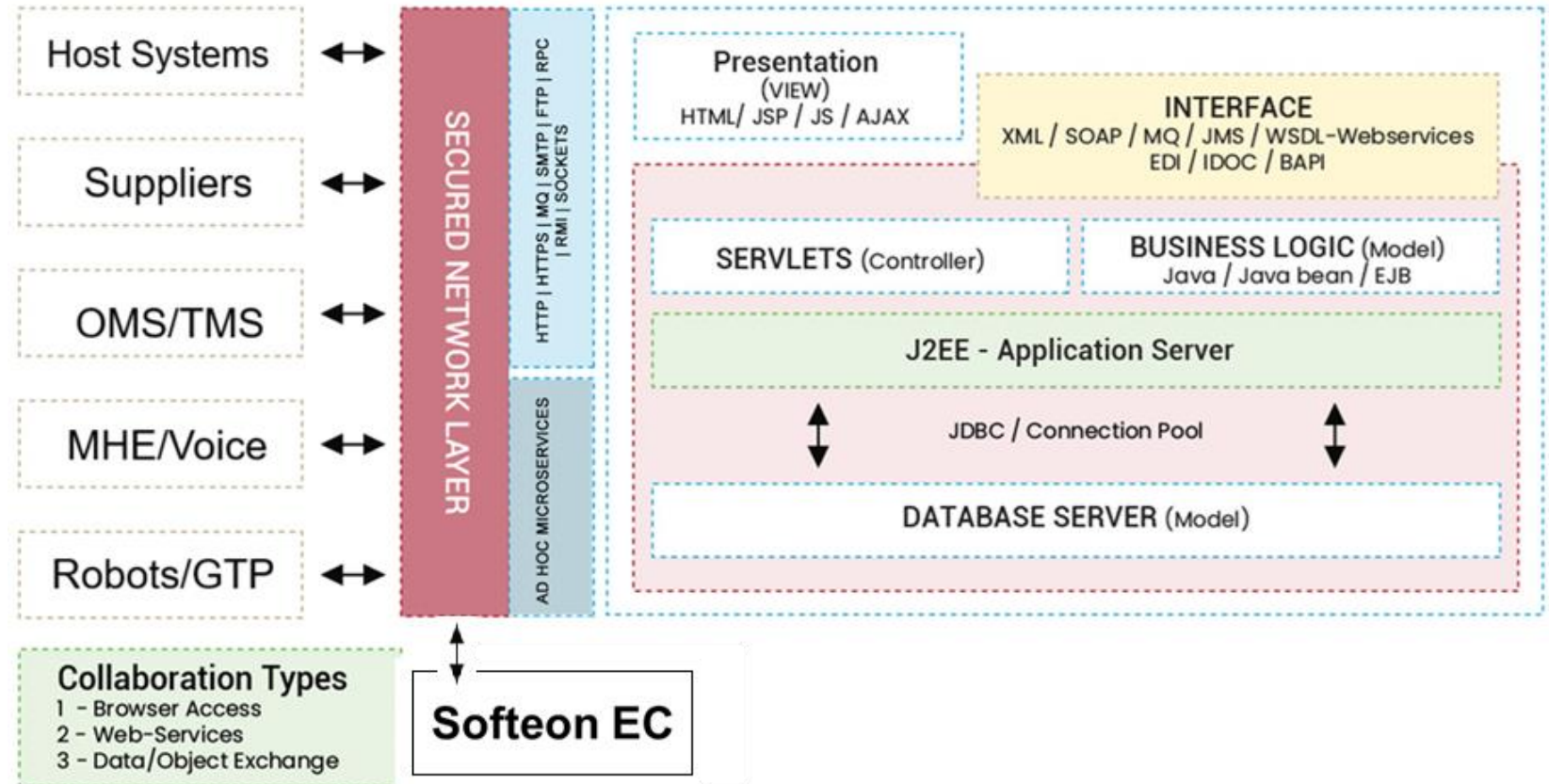


Integrations – Enterprise Integration Workbench



EIW Approach

- A holistic approach for interface requirements
- EIW considers each function as a discrete functional component (MHE, RF, etc.) so dependency is removed
- Common integration layer abstraction allows for seamless integration with ERP & MHE systems
- New Ad Hoc Microservices opens up a new set of self-service abilities

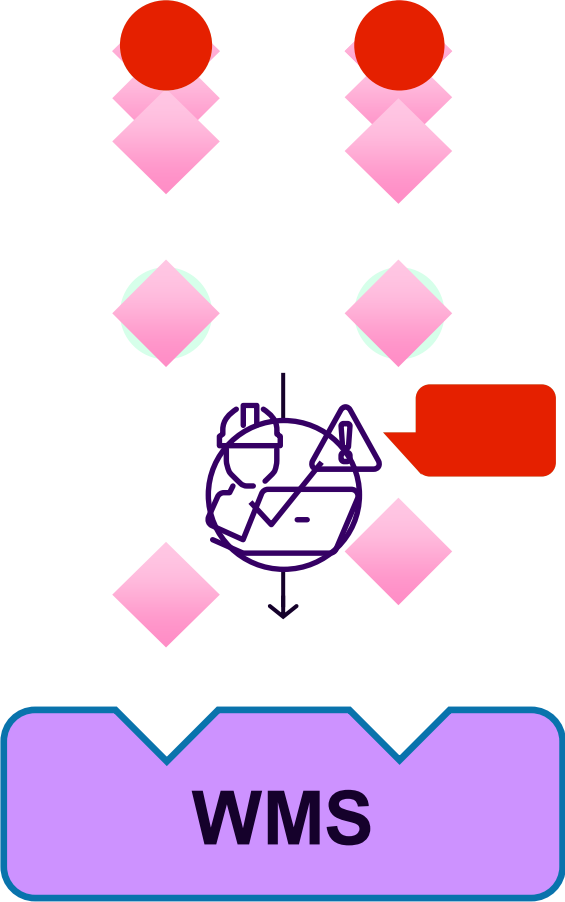


Common ERP API Swagger Definitions are available at:
<https://api.softeon.com/apis-docs/rnd/ProductAPI/3.0.0#/>

ELASTIC COMMUNICATOR (EC)



Incoming data



ELASTIC COMMUNICATOR (EC)



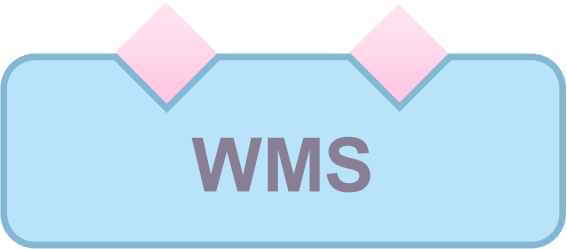
Incoming data

Incoming data



Softeon EC

- Transform
- Enrich
- Taxonomize



Manual effort

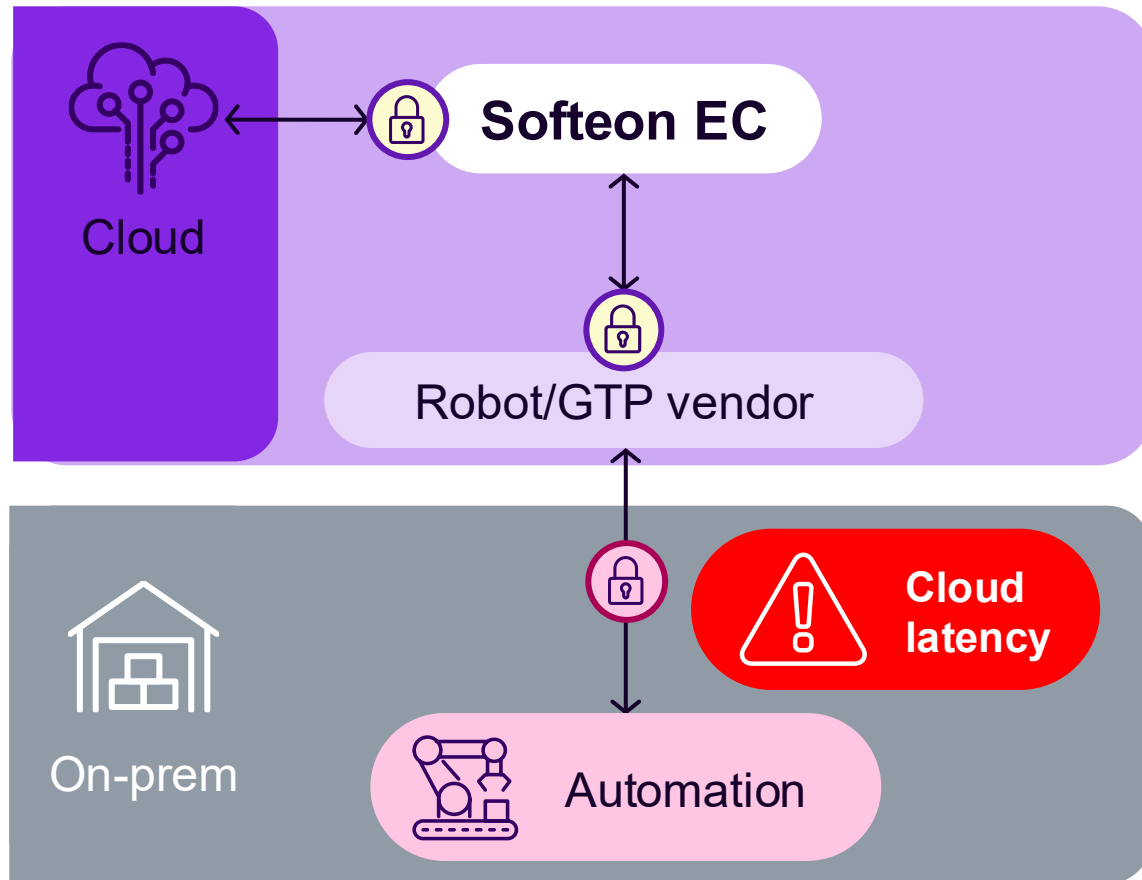


Manual effort

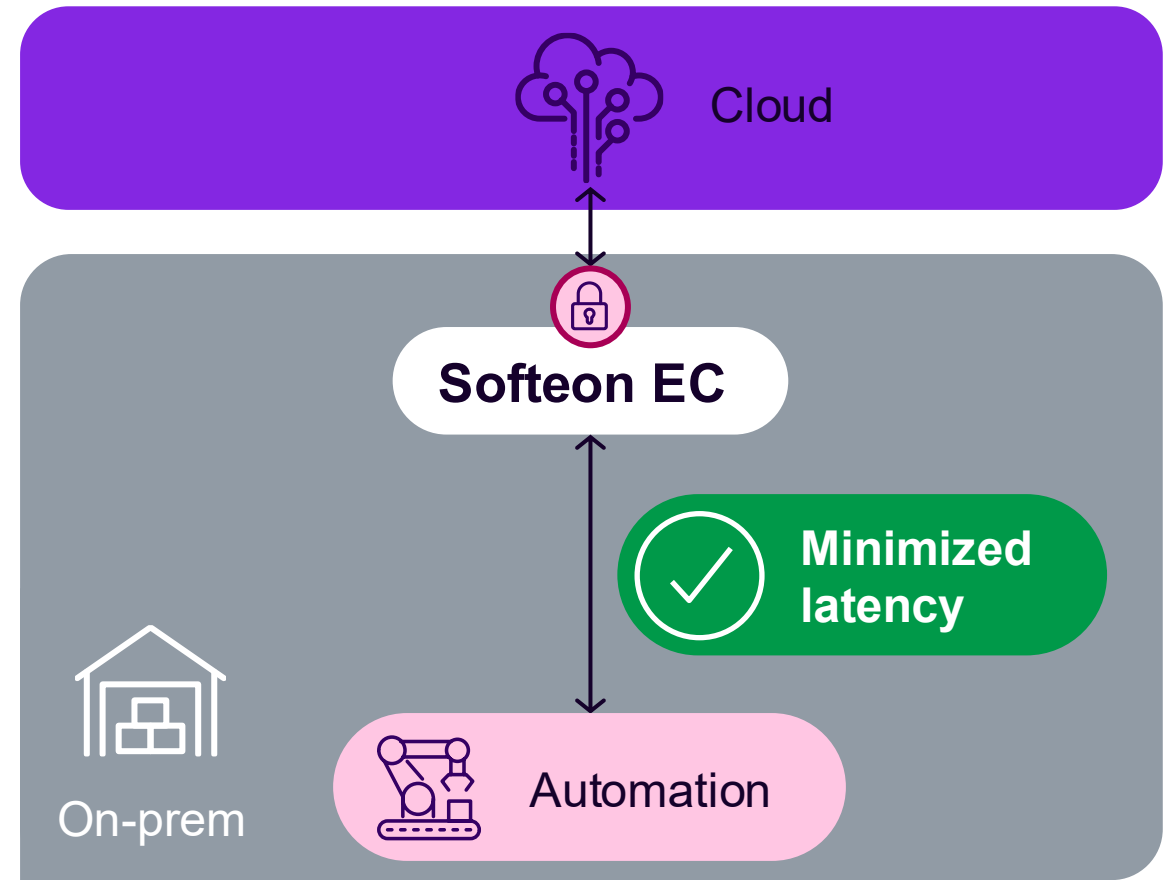
ADVANCED INTEGRATION WITH THE SOFTEON ELASTIC COMMUNICATOR



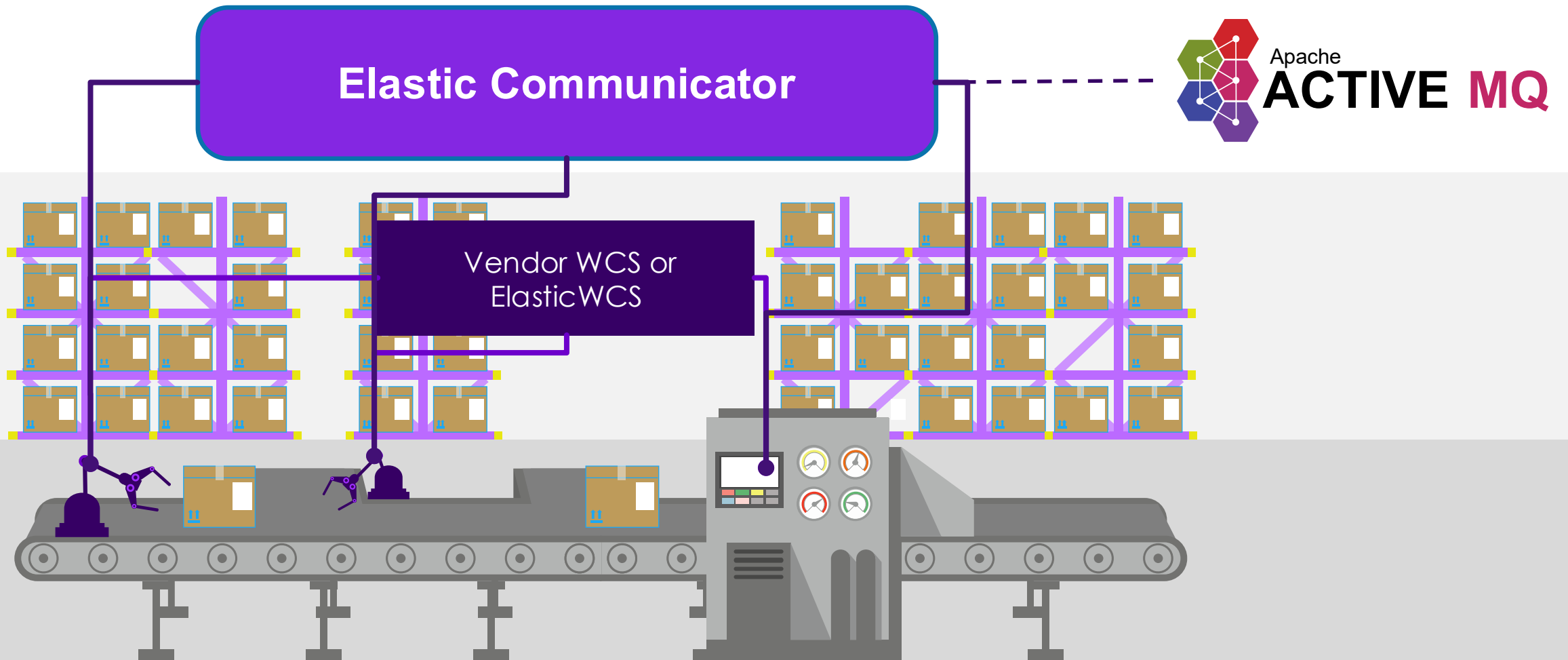
Cloud-based installation



On-prem/Hybrid installation



ON-PREM HIGH SPEED ORCHESTRATION



IFS Softeon Business Value



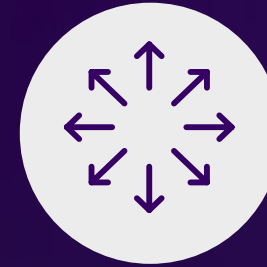
Real-time
Visibility to
Operations



Deployment
Freedom without
Compromise



Optimise
Workforce &
Automation



Freedom to
Scale &
AI-Enable

Key Benefits



Higher Warehouse Productivity

Improve throughput, reduce manual effort, and optimise labor utilisation.



Inventory Accuracy & Visibility

Real-time inventory control across warehouses, distribution centers, and service parts networks.



Support for Complex Operations

Manage high SKU counts, serialisation, lot control, large item ranges, and complex picking environments.



Automation Enablement

Orchestrate robotics and material handling equipment within a single execution platform.



Operational Consistency Across Facilities

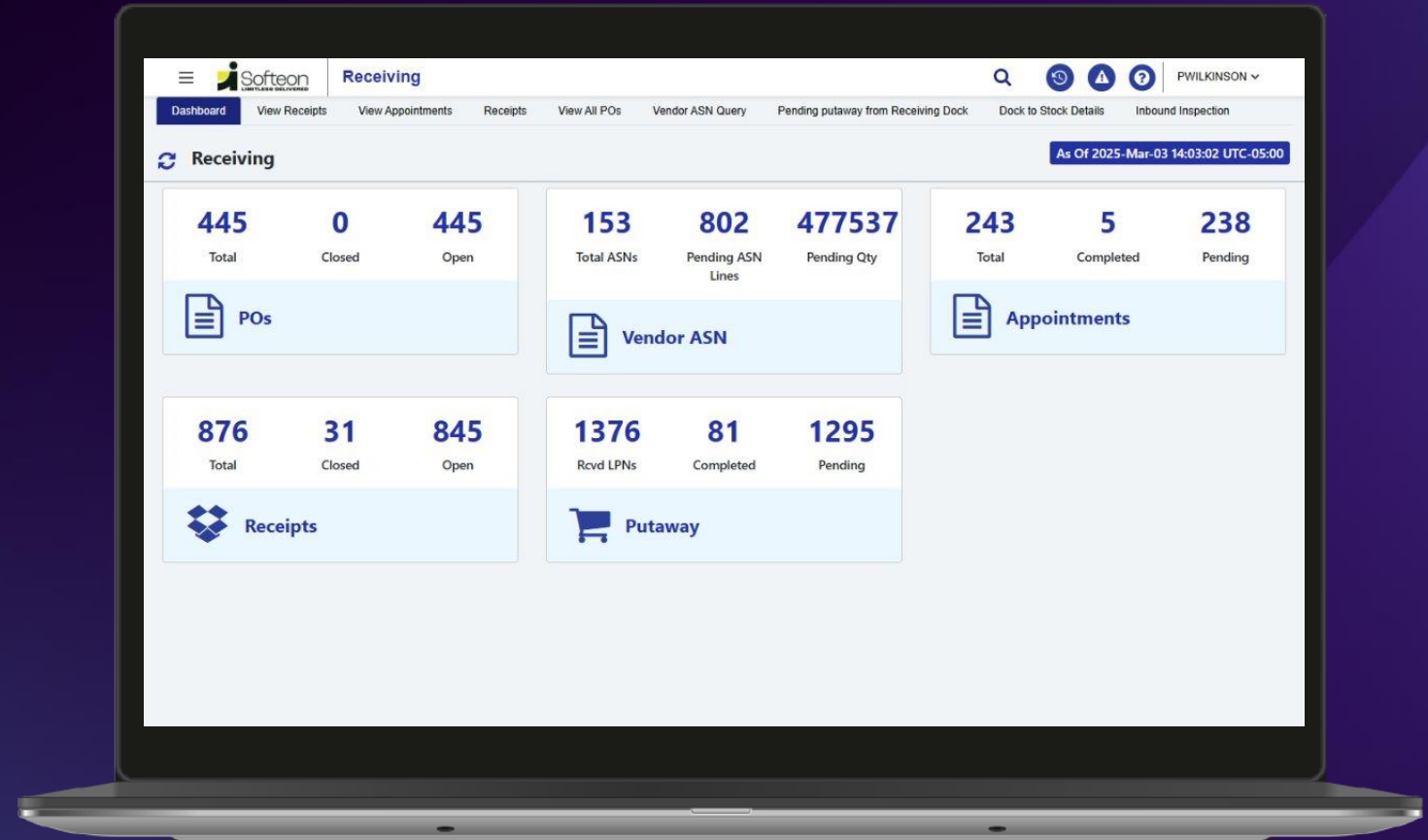
Standardise warehouse processes across multiple sites and regions. The ability to handle simple facilities as well as high volume, highly-automated complex operations on the same solution.

Thank you for your attention!

Come by **booth i12** to talk through IFS Softeon in detail and find out how WMS can unlock value for your organisation!



| IFS Softeon



THANK YOU

Questions?

