

# Warehouse Operations & Automation

Execute seamlessly while balancing flexibility, feasibility, and cost efficiencies within your distribution network

The supply chain rubber hits the road inside the walls of your distribution network. Your operations strategy and operating model are tested with each order you pick, pack and ship. And there's little room for error as you navigate a landscape of emerging technology, rising supply chain costs, and a dynamic and increasingly inconsistent labor market.

On the one hand, you are tasked with optimizing operational efficiency based on the constraints of your business. On the other hand, you must constantly evaluate and prioritize capital investments to ensure you can meet future demand and stay competitive. Enter Spinnaker SCA and our supply chain execution experts who can guide you along this journey.

## Offerings - How we can help:



### Warehouse Design & Optimization

Identify opportunities to better orchestrate your space, resources, placement and flow of inventory as well as maximize performance across people, process and technology



### Slotting & Capacity Planning

Maximize space and dynamically organize inventory within each facility based on demand, product size or weight and picking frequency



### Logistics Service Provider Selection & Management

Determine if an outsourced fulfillment model makes sense for your network and, if so, identify the right logistics services providers(s) to meet your requirements



### WMS & LMS Implementation

Select, configure, and implement the right tools to run your warehouse facilities from receiving to shipping and everything in between, plus user training and change management support

Evaluate current warehouse performance, identify advanced automation opportunities, and build a roadmap grounded in ROI, throughput, and scalability



### WES & WCS Implementation

Select, configure, and implement the right automation tools and material handling equipment to increase productivity and plan for growth, plus user training and change management support

## How we've made an impact



### T-Mobile's Digital Supply Chain Journey

We supported T-Mobile in transforming its warehouse operations through digital solutions and automation. The effort streamlined processes, improved inventory accuracy, and enhanced overall supply chain responsiveness.

## What sets Publicis Sapient apart?

We bring together supply chain depth, operational know-how, and digital transformation expertise to solve the complexity that slows businesses down. Our SPEED capabilities—Strategy, Product, Experience, Engineering, and Data & AI—enable us to optimize every layer of the supply chain, from network design to real-time execution. With the addition of Spinnaker's deep functional expertise, we don't just implement new tools—we redesign how your supply chain works to reduce cost-to-serve, improve speed, and unlock long-term value.

Contact us to learn more

## Let's connect



Joel Garcia

Vice President, Supply Chain Execution



Michael Murrison

Vice President, Supply Chain Execution

## WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit [publicissapient.com](https://publicissapient.com).