

## Latest Headlines

### Getting WISE: Royal 4 to increase push in 2010 for its tire industry warehouse management system



By William Schertz, Tire Business staff

LONG BEACH, Calif. (Nov. 10, 2009) — Royal 4 Systems, Inc., a warehouse management system provider, is using its recent partnership with ASA Tire Systems Inc. to expand its foothold in the tire industry in 2010.

The Long Beach-based company, which partnered with ASA in May to create an interface between Royal 4's WISE (Warehouse Information System Expert) warehouse management program and ASA's line of business management solutions products for the tire industry, has set a goal to add at least 40 tire companies to its customer base next year.

"We currently have 12 (tire company) locations," said Kim Gregory Emond, director of marketing and logistics for Royal 4. "Since we recently started approaching tire companies, we have active proposals with at least 20 others."

Mr. Emond said the software provider's partnership with ASA came about through a mutual Florida customer that was already using ASA's TirePro program and wanted to interface to Royal 4's WISE program. Royal 4 created a one-way interface to TirePro and later approached ASA about creating a complete interface for its other customers.

"What this does for the ASA customer is it gives them an interface that's already vetted," Mr. Emond said, noting that ASA's product line was lacking on the warehouse management side. He added that the partnership allows existing ASA customers to "leverage their investment in the TirePro and TreadX systems."

The WISE system adds functionality for wholesale distribution centers, he said, but it also provides the retail and commercial sides with better inventory control, visibility, accuracy and replenishment.

"Both companies benefit (from the partnership)," Mr. Emond said. "Royal 4 gets to present our (warehouse management) solution to existing ASA customers and generate new business. ASA uses the Royal 4 integration as a selling tool to new customers and to upgrade existing customers to better technology, thereby keeping them from looking to a competitive system."

The WISE system—which Mr. Emond said is "highly developed and competes with many of the mainstream ERP (Enterprise Resource Planning) systems on the market"—was developed by the company in 1994. It provides warehouses with solutions for inventory receiving, directed put-away, cross-docking, product location, tire aging alerts, shipping, outbound documentation, country of origin tracking and many other features.

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The product also can be configured with its own fully integrated shipping engine, called WISEship, and is capable of handling multiple warehouses from a single server location.

Mr. Emond said customers also have some level of customization when it comes to their system.

“The system is rules based, which allows the tire dealers to easily configure any needed options and methodologies,” he said.

Englewood Tire Distributors Inc., a long-time ASA customer based in Lyndhurst, N.J., has been using the WISE program in its East Hartford, Conn., warehouse for the last six months, said Bill Jones, Englewood’s operations manager. He added that the company plans to implement the program eventually at four other warehouses as well as a sixth warehouse set to open by year-end in Deptford, N.J.

“It kind of eliminates the Easter egg hunt aspect of our business,” he said, noting that the program allows the dealership to look up exactly where a certain product is stored in the facility. He said implementing the program was like “changing from the Flintstones to the Jetsons.”

Mr. Jones said the program provides a much more efficient way of doing business. So far, the company has experienced a few issues using WISE, but all of those have been “people problems” rather than system error.

“It’s a lot of change for our people, so there’s a lot of adapting to the system,” he said.

Since it was founded in 1984, Royal 4 has serviced a variety of industries with its business solutions products, including the medical, textile, food and beverage, general merchandise and 3PL (third-party logistics) industries.

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