



## **Atkins Nutritionals Streamlines Operations with Robocom's SaaS-based Warehouse Management System**

**Farmingdale, NY and Markham, ON, November 5, 2013.** Atkins Nutritionals, Inc. streamlines operations, boosts productivity and reduces costs through its implementation of Robocom's SaaS-based [Warehouse Management System](#) (R-WMS.net).

A case study released today by Robocom Systems International finds that Atkins Nutritionals has easily kept pace with year-over-year business growth of 15% by leveraging R-WMS.net, Robocom's SaaS-based WMS. A leader in the \$2.4 billion weight control nutrition category, Atkins Nutritionals offers a powerful lifetime approach to weight loss and management. The company manufactures and sells a variety of frozen meals, nutrition bars and shakes both online at [atkins.com](http://atkins.com) and in 30,000 locations throughout the U.S. and across the globe.

Jose Osuna, Demand Planning Manager at Atkins Nutritionals said, "We evaluated a number of vendors. We wanted a state-of-the-art system from a market-leading vendor, but we also wanted to work with a company that would make us a priority. Robocom satisfied all of our needs. R-WMS.net offered the performance and functionality we required. We chose the SaaS model because it would reduce our internal software, hardware and IT support costs."

Since implementing R-WMS.net, Atkins has realized benefits where it matters the most—the bottom line. "We can clearly see the increase in productivity because our sales are going up while our cost-per-case is going down," said Osuna. "Our processing times have obviously decreased, because our employees are keeping up with the increase in volume. And our IT department loves the SaaS model because they don't have to spend their capital on servers, backups, software upgrades and hardware upgrades."

"R-WMS.net is loaded with rich and configurable functionality that has been built as an innovative Software Solution that can be deployed traditionally in an on premises approach or as a Software as a Service (SaaS)," said Fred Radcliffe, Robocom President. "The results achieved by Atkins Nutritionals helps make a compelling case for the continued adoption of [SaaS-based WMS Solutions](#) in the industry."

### **Related Links**

[Atkins Nutritionals Case Study](#)

### **About Atkins Nutritionals, Inc.**

Atkins Nutritionals, Inc. is a leader in the \$2.4 billion weight control nutrition category, and offers a powerful lifetime approach to weight loss and management. For more information visit [www.atkins.com](http://www.atkins.com)

### **About Robocom**

Robocom Systems International has focused for over 30 years on developing and implementing Supply Chain Execution software solutions. Robocom's solutions include Warehouse Management,



Transportation Management, Voice Technology and Labor Management. An Enterprise Transportation System and Enterprise Resource Planning System round out the Supply Chain Execution offering. Our investment in research and development is keenly focused on the needs of the business leaders responsible for the day-to-day results in warehousing, distribution, transportation and trucking operations. For more information visit [www.robocom.com](http://www.robocom.com)