



## **Robocom Systems Launches WMS for Web Fulfillment Companies**

**Farmingdale, NY and Markham, ON, November 12, 2015.** Robocom Systems announced today the launch of an industry-leading Warehouse Management System, called RWMS.net, designed specifically for companies providing web fulfillment services, filling orders received through webstores. RWMS functions meet all current requirements of major web retailers, like Amazon.

“This new approach provides an affordable toolset for filling web orders,” said Fred Radcliffe, President of Robocom Systems. “Web orders are typically less than five lines and require nimble warehouse operations to be cost-effective. RWMS is the first system designed and built for this industry.”

Better yet, RWMS is pre-integrated with Robocom’s ERP system called Next Generation, a powerful system well suited to managing the inventory replenishment and accounting sides of the fulfillment business. This combination of two systems has now been launched at Geneva Supply in Wisconsin.

“Geneva Supply chose RWMS.net because it could handle the fulfillment side of the business,” says Mark Becker, Founder and COO at Geneva Supply. Becker says the move has been a smart one. “By doing this, we definitely set ourselves up for growth, and the ability to make more money in our current model, because now we will be more efficient; we will be faster.” Moving to RWMS.net is leveling the playing field for Geneva Supply, enabling them to compete with billion-dollar companies like YOW for Amazon.com’s business. “These companies are using expensive, high-tech, automated systems. With RWMS.net we can compete without having to buy a million-dollar solution.”

### **About Geneva Supply**

Founded in 2009, [Geneva Supply](http://www.genevasupply.com) is a wholesale and third party logistics provider. Based in Wisconsin, the company operates out of a single warehouse. Geneva’s vision is to create a triangular partnership with manufacturers and online retailers to increase their online sales, online relevance, and to drive the online content and media to best represent the brand. Read more about Geneva at [www.genevasupply.com](http://www.genevasupply.com)

### **About Robocom**

Robocom Systems develops, licenses and supports Supply Chain Execution software solutions, including Warehouse Management, 3PL Billing, Transportation Management, Voice Technology and Labor Management. An Enterprise Transportation System and Enterprise Resource Planning System round out the Supply Chain Execution offering. Robocom’s 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, third party logistics, transportation and trucking operations. For more information visit [www.robocom.com](http://www.robocom.com)