



LEA REPLY WAREHOUSE MANAGEMENT & SUPPLY CHAIN EXECUTION EXTENDED PROFILE



OVERVIEW

LEA Reply is a next-generation warehouse management and supply chain execution platform developed by [Logistics Reply](#) (part of the Reply Group) to give businesses the speed, visibility, and flexibility they need to stay ahead.

Built on a modern cloud-native, microservices architecture, it enables companies to run operations more efficiently, adapt quickly to change, and scale seamlessly from one site to global networks.

Our solutions are deployed in more than 30 countries, supporting over 350 companies worldwide, including:

- Marks & Spencer
- Total Quality Group (TQG)
- Puma
- Uniserve
- Kiko Milano

WHY LEA REPLY?

Customers choose LEA Reply because it transforms complex supply chains into connected, agile ecosystems. Whether optimizing a single warehouse or a network of sites, orchestrating last-mile delivery, or managing a global distribution network, the platform delivers the tools to reduce costs, improve service, and unlock new levels of efficiency.

CORE CAPABILITIES

- **Warehouse Management:** Manages operational warehouse processes and provides real-time visibility of stock; connecting people, machines, systems, and goods to enable value creation along the supply chain.
- **Dock Scheduling:** The collaborative solution to manage the distribution of loading and unloading appointments at warehouse docks via a cloud-based portal. Carriers and suppliers can make appointments based on dock availability and specific compatibility rules.
- **Yard Management:** A solution that bridges Transportation and Warehouse Management, providing real-time information on the location of trucks and trailers in the yard, optimizing yard movements and activities through smart communication between truck drivers and yard operators.
- **Supplier portal:** An easy-to-adopt cloud solution that enables companies to track packing and shipping activities at their suppliers' premises, providing real-time visibility of stock in transit.
- **Hub & Network Management:** Designed to support the management of multi-level logistics distribution networks. It manages receiving, sorting, cross-docking, consolidation, and shipping activities in logistics centers or transit points.
- **In-Store Picking:** A mobile solution that simplifies the process of preparing e-Commerce orders directly In-Store. It is ideally suited for retail and grocery chains with multiple points of sale who want to provide e-Commerce services to customers.
- **Last Mile:** Another mobile-enabled solution that optimises delivery execution and provides real-time visibility across the final stage of the supply chain. It supports drivers with smart route optimisation, real-time delivery updates, and digital proof of delivery through signatures, PIN codes, or photos. Using advanced algorithms, it dynamically plans and adjusts routes based on delivery priorities, vehicle capacity, and live traffic data to maximise efficiency and reduce emissions.
- **In-Store Logistics:** Designed for businesses in the fashion sector that rely on RFID technology to tag and track their products. Enabling companies to streamline their multichannel management, providing end-customers with a consistent and coordinated experience between the e-Commerce channel and the physical store. The key to achieving this lies in the ability to manage different logistic flows, including in-store, with high reliability of product availability.
- **Drop Shipping:** Facilitates the use of the drop shipping model for e-Commerce shipments. It coordinates and oversees the entire cycle, from the supplier request, preparation of the order, packaging of the products, and handoff to the courier. The solution can also manage after-sales services such as home installations or pickups. The entire e-Commerce logistics process is effectively managed and monitored using dashboards, KPI charts, and

real-time notifications.

- **Resource Planner:** Enables the optimal allocation of resources in a warehouse or production environment, configuring executional process models and building schedules to meet key operational and productivity metrics. Interactive dashboards enable fast and simple monitoring of activities.
- **Control Tower Visibility:** Collects and processes real-time data in different formats, from internal and external sources, and transforms them into actionable information to empower decision-making.
- **GaliLEA:** Our award-winning AI solution for predictive insights, decision automation, and intelligent support

BUILT FOR THE FUTURE

LEA Reply integrates easily with ERP, OMS, TMS, robotics, IoT, and automation systems via open APIs, making it a platform that evolves as your business does.

Its consumer-grade mobile applications ensure fast adoption on the warehouse floor and beyond. Cloud-native deployment provides elasticity during peak periods, high availability, and global scalability.

PROVEN RESULTS

From global brands to specialist logistics providers, customers use LEA Reply to streamline operations, gain real-time visibility, and deliver consistent value to their end customers.

Recognized by Gartner, IDC, Fraunhofer, and Nucleus, it is trusted by enterprises worldwide to power the supply chain of tomorrow.

LEA Reply doesn't just manage supply chains, it transforms them, helping businesses turn complexity into competitive advantage.



SOFTWARE SPECIFICATION

OVERVIEW	
PRODUCT NAME	LEA Reply Warehouse Management & Supply Chain Execution
PLATFORM	
CLOUD	✓
INSTALLED	✗
SOFTWARE FEATURES	
BARCODING/SERIAL TRACKING	✓
BILLING	✗
CROSS DOCKING	✓
FORECASTING	✗
INVENTORY MANAGEMENT	✓
KITTING	✓
ORDER MANAGEMENT	✓
PART TRACKING	✓
PICKING & PACKING	✓
PRODUCT ROTATION/SHELF LIFE	✓
PURCHASING	✓
REAL-TIME DATA	✓
RECEIVING & PUTAWAY	✓
REPORTING & ANALYTICS	✓
RETURNS/RECALLS	✓

SHIPPING MANAGEMENT	✓
STAGING	✓
THIRD PARTY PLUGINS	✓
WAREHOUSE MAP	✓
WIRELESS WAREHOUSE	✓
WORKFORCE/LOAD MANAGEMENT	✓
YARD MANAGEMENT	✓
PLUGINS/INTEGRATIONS	
AMAZON	✗
EBAY	✗
SALESFORCE	✗
QUICKBOOKS	✗
ERP	✓
OTHER ORDER MANAGEMENT PLATFORMS	✓
MICROSOFT DYNAMICS	✗
SAP	✗
MOBILE	
ANDROID APP	✓
IOS APP	✗
OTHER CAPABILITIES	✗
CUSTOMER SIZE	
SMALL	✓
MEDIUM	✓
ENTERPRISE	✓

OTHER FEATURES	
MULTI WAREHOUSE	✓
MULTI CURRENCY	✓
CUSTOMIZABLE	✗
FURTHER INFORMATION	

SOFTWARE SCREENSHOTS





