



NEW DAWN

WAREHOUSE EXECUTION SOFTWARE

SMARTER, SEAMLESS AUTOMATION FOR YOUR OPERATION

# CASE STUDY

**Lane Automotive**



**new dawn**  
POWERED BY CONVEYCO

# OVERVIEW

Lane Automotive partnered with Conveyco to have total inventory visibility and slot level inventory tracking.



## BACKGROUND

Lane Automotive, a leading distributor of performance automotive parts and accessories, implemented an ASRS system with the expectation of achieving complete inventory visibility and slot-level inventory tracking. However, the system quickly revealed critical shortcomings.

# CHALLENGES

While the system successfully monitored tote locations across the warehouse, Lane Automotive lacked visibility into tote contents, a fundamental gap that disrupted accountability and data integrity.

## Key Challenges

This limitation forced operators to manually recount and re-enter SKUs whenever totes were retrieved, erasing prior item records and slowing operations. Without true slot-by-slot visibility, employees were burdened with repetitive rescans, reducing productivity and undermining confidence in the system's accuracy.

Despite the ASRS providing strong physical control, the absence of centralized logic left Lane Automotive with powerful yet siloed automation. The need for constant manual intervention prevented the system from delivering on its full promise of efficiency and reliability.

# SOLUTION

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Conveyco implemented its own automated warehouse solution with New Dawn WES, enabling container-level inventory tracking and improved accuracy independent of ASRS logic.

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## THE RIGHTFIT SOLUTION

New Dawn's WES delivered full slot by slot visibility into each tote's contents, resolving the disconnect between physical movement and inventory data. To ensure a smooth deployment, emulation tools were used to simulate real world volumes and stress test the system, identifying deeper issues such as database growth and memory leaks before go-live.

Live synchronization across pick, pack, and ship processes ensured that all systems were aligned, eliminating the need for manual recounts and restoring confidence in operational data.



# KEY TAKEAWAYS

“As a company that is steadfast in its passion for its customers' success and the products it distributes, we had to identify the right goods-to-person robotics and integration partners that could easily integrate with our existing automation and distribution ecosystem to help transform our operations for years to come.”

-David Meadow, CIO, Lane Automotive.

## FINAL INSIGHTS

- Delivered a seamlessly integrated solution with zero disruption to daily operations
- Solved the critical disconnect: The ASRS tracked where totes were; New Dawn tracked what was in them
- Enabled true end-to-end inventory control without replacing existing automation
- Demonstrated that when operations fall outside the limits of canned systems, New Dawn WES does the work others cannot and fill in gaps that may be left from an OEM software

By integrating New Dawn's WES, Lane Automotive was able to preserve their investment while also realizing the inventory control they wanted. This case demonstrates how software like a WES can unlock the full potential of an ASRS.

# ABOUT US

At Conveyco, we are your trusted system integration partner, dedicated to designing and implementing innovative, efficient, and reliable solutions tailored to your unique needs. With almost 50 years of experience, we specialize in creating seamless, end-to-end systems that optimize performance and deliver measurable results. Unlike OEMs tied to their own equipment, we independently select from vetted partners and technologies to deliver solutions that exceed expectations.

Our in-house software expertise ensures seamless integration and performance tailored to your operation. From system design to implementation, our industry-leading controls provide efficiency, reliability, and scalability. Led by a team of seasoned industry veterans, we prioritize building long-term relationships and delivering on our promises with the integrity of a family-owned business. Free from outside investors, we make decisions with your best interests in mind, allowing us to provide solutions without compromise.

## **Supporting Your Goals**

We understand the increasing demands for efficiency in today's supply chain. Our processes are designed to enhance productivity, optimize resources, and streamline operations, helping your business achieve its warehousing automation goals without compromising performance.

## **Let's Build Your Future, Together**

When you choose Conveyco, you're not just gaining an integrator—you're gaining a partner committed to helping you achieve your goals. We redefine what's possible, together.

## **Contact Us**

To learn more about how Conveyco can help transform your operations, visit [www.conveyco.com](http://www.conveyco.com) or reach out to our team at [conveyco@conveyco.com](mailto:conveyco@conveyco.com).

