

BWISE Solutions and Branded Blue Join Forces to Propel Business Growth

Another Industry Leader Chose BWISE Solutions for their ERP Provider

LONG BEACH, CA, UNITED STATES, January 27, 2025 /EINPresswire.com/ -- [BWISE Solutions](#), a leading innovator in ERP and logistics solutions, is excited to welcome [Branded Blue](#) to its distinguished roster of clients. This collaboration represents a pivotal opportunity for both organizations to drive growth, streamline operations, and achieve new heights of efficiency in today's dynamic market.

The collaboration allows Branded Blue to access BWISE's cutting-edge ERP solution, which integrates seamlessly with existing systems to provide real-time data analytics and reporting. This advanced insight will empower Branded Blue to make informed decisions that drive efficiency and profitability. Additionally, BWISE's expertise in logistics optimization will enable Branded Blue to refine its distribution processes, reduce operational costs, and improve customer service levels.

About Branded Blue

Branded Blue is an outsourced consultancy that supports supply chain initiatives for multiple brands. Acting as an aggregator, Branded Blue manages large-scale purchasing of ingredients and packaging, distributes raw materials to individual brands, and coordinates production orders with external manufacturers.

Quote from Branded Blue:

"When we started the search for a [WMS/ERP/MRP](#), it was challenging to communicate the business model to other providers. What truly separated BWISE was the time and diligence the team spent in working to understand our business, our needs and the needs of our clients.



BWISE technology empowers your organization to embrace innovation, differentiate services, and build and maintain a strong reputation. By integrating SAP Business One and WISE WMS, you can streamline your distribution operations and improve growth



Branded Blue

BevSource

Especially in the world of CPG where productions can turn on a dime, the clear visibility throughout our supply chain, all in one location provides financial and operational efficiency and confidence. The BWISE team's thoughtful help with process efficiency also allows Branded Blue to scale through technology, not headcount. Most importantly, BWISE exemplifies excellent customer service." Maxwell Johnson – Branded Blue

Why Branded Blue Chose BWISE Solutions:

- Sophisticated supply chain demand planning and procurement.
- Automated processes for creating bills of materials, purchase orders, and sales orders.
- Integration with WMS or 3PL systems for seamless logistics and inventory management.
- Minimal manual interventions and a user-friendly setup

Quote from BWISE Solutions:

"At BWISE Solutions, we are committed to delivering solutions that truly align with our clients' unique operational needs. We are excited to partner with Branded Blue and provide them with the tools to enhance efficiency, streamline processes, and scale with confidence. Our goal is to empower businesses like Branded Blue with technology that not only simplifies operations but also drives long-term success." — Mady Lessing, Marketing Director, BWISE Solutions

About BWISE Solutions:

BWISE is a versatile business management system that can be implemented across all facets of warehouse and front office operations, facilitating optimal business performance through the efficient management of tasks, operations, budgets, and productivity tracking. BWISE provides an intuitive and easy-to-use solution that requires relatively minimal setup and little IT overhead approach to allow businesses to monitor and measure performance, identify problems and opportunities, streamline operations, and improve agility in real-time. This allows organizations to make informed -decisions quickly and efficiently. BWISE also offers comprehensive reporting and analytics capabilities, allowing the identification of areas of improvement and developing strategies for long-term success. BWISE Solutions is an SAP Business One Partner.

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