



# The WMS for 3PL

Powerful, proven and operator loved.

# FlowWMS



# The 3PL WMS Market Is Evolving

**The existing WMS market forces a difficult choice: simplistic tools that collapse under 3PL complexity, or enterprise platforms that can never justify their cost.**

At FloWMS, we appreciate that each client brings their own inbound and outbound configuration requirements, carrier needs, reporting demands, and much more.

Whilst budget-tier and ecommerce focused systems can handle straightforward warehouses, they collapse under real 3PL complexity. The moment you need per-client allocation rules, multi-warehouse fulfilment, block stack capability, custom movement routines, or billing that reflects what really happened, you are managing the gaps in spreadsheets. In a market where manual billing costs growing 3PLs at least 3% of revenue every month in missed charges, that's untenable.

For many 3PLs, premium platforms are prohibitively expensive but can handle most of the complexity. Unfortunately, solving that complexity is too often at the expense of a good user experience. Opaque licensing and lengthy implementation cycles penalise growing 3PLs who need to move fast. Implementations stretch into months or worse years, and underneath, the technology is often decades old; patched over rather than rebuilt. Just to make it work, you're forced into paying unsustainable professional service charges that were never known about at the start.

**FloWMS is here to change all of this.**

# Why We Built FloWMS

Most WMS platforms were initially designed for use by a single client. FloWMS was born inside a 3PL warehouse and built specifically for multi-client complexity.

FloWMS was architected from the ground up for multi-client warehouse operations, by people who have spent years running 3PL facilities. Our core team experience is spread across IT and operations. We know exactly where existing platforms fall short, because we've spent years suffering them. It's what motivated us to build FloWMS, and we're excited to be driving forward WMS standards for 3PL.

In FloWMS, every client owns their configuration, their workflows, and their rules. Every part of the system that a client might need configured allows it. This wasn't retrospectively added as an afterthought but built as the foundational principle for every component in the platform. Because when the architecture is right from the start, every client gets isolation, every workflow gets flexibility, and nothing breaks when you scale.

Built on a modern cloud-native stack with no legacy baggage, FloWMS puts operational control where it belongs: in the hands of the people running the warehouse. Every rule, every workflow, every client configuration is managed by your team through the platform itself, not through development tickets or consultancy hours. Allocation logic, despatch sequencing and reporting views are all configurable in real time, and all possible without writing a single line of code.



Operational  
Control



Operator  
Built



Built for  
3PL



Infinitely  
Scalable



# Allocation Logic That Fits Every Operation

**Every client has their own logic. No code, no tickets, no compromise.**

Each client's operation is different, but most WMS providers only allow you to use a few simplistic allocation strategies that can't be customised. At FloWMS we realise that Client A ships cosmetics and needs FEFO with lot tracking; Client B runs a seed business and wants velocity-based allocation from multiple different warehouse zones; whilst Client C requires tracking of serialised components alongside fly-kitting.

Where most platforms give you FIFO and call it done, we let you write conditional rules based on any data point in the system, with an almost unlimited number of customisable actions. Outbound efficiency starts with allocation, and FloWMS leads the industry. When we say it's customisable, we truly mean it.

In FloWMS, **every rule is configurable in hours, not weeks**. When your next client onboards and their operation has new complexities, your team can easily configure FloWMS to meet the challenge. There's no need to buy professional services, and no tickets needed for code changes to the system. That depth of per-client flexibility simply does not exist at this price point. It is typically the reserve of platforms costing five to ten times more, and even then, they struggle to match our capability and ease of use.

For a growing 3PL, this reshapes the business case for onboarding. A new client with unusual picking requirements is no longer a compromise on service quality. It is a configuration task your team completes in hours, meaning you can say yes to more complex contracts that bring in greater revenue and profit, without the overhead that used to come with them.

# Powerful, proven and operator loved

We're passionate about great looking, easy to use software. Our main priority is building software people want to use. When operators reach for the tool instead of working around it, everything downstream follows. Faster picks, fewer errors, happier clients.

The screenshot displays the FloWMS 'Manage Outbounds' interface. The main table lists various orders with columns for Date Created, Fulfillable From, Account, Order ID, Account Reference, Outbound Type, Order Status, Order Shipments, and Priority. A sidebar on the left contains navigation options like 'Minimise Menu', 'Manage Outbounds', 'Create an Order', 'Pick Waves', 'Picking', 'Kitting', 'Packing', 'Despatch', 'Archive', and 'Job Picking'. Three mobile device overlays are shown, demonstrating the interface on a handheld device. The top overlay shows a 'Quantity' screen with 'Number of Picks: 1' and 'Stock' options. The middle overlay shows 'Pick Details' for shipment SFFP02. The bottom overlay shows a 'Shipments' list with buttons for 'Receipt', 'Put-Away', 'Pick', 'Drop off', 'Sort', and 'Pack'.

		Date Created	Fulfillable From	Account	Order ID	Account Reference	Outbound Type	Order Status	Order Shipments	Priority
<input type="checkbox"/>	++	15/04/2026, 23:24:02	SA1 SA2	Sparkling Bubbles	1666469	317295942	Retail - Majors	Created	0	5
<input type="checkbox"/>	++	15/04/2026, 23:24:02	SA1 SA2	Sparkling Bubbles	1666470	317295941	Retail - Majors	Created	0	5
<input type="checkbox"/>	++	17/04/2026, 13:44:05	SA1 SA2	Sparkling Bubbles	1669800	317297049	Retail - Majors	Created	0	5
<input type="checkbox"/>	++	16/04/2026, 23:24:03	SA1 SA2	Sparkling Bubbles	1668568	317297050	Retail - Majors	Created	0	5
<input type="checkbox"/>	++	16/04/2026, 23:24:04	SA1 SA2	Sparkling Bubbles	1668569	317297047	Retail - Majors	Created	0	5
<input type="checkbox"/>	++	16/04/2026, 23:24:06	SA1 SA2	Sparkling Bubbles	1668571	317297048	Retail - Majors	Created	0	5
<input type="checkbox"/>	++	17/04/2026, 12:44:04	SA1 SA2	Sparkling Bubbles	1669648	317303993	Gas Order	Allocated	1	5
<input type="checkbox"/>	++	04/07/2025, 08:03:59	SA1	Sparkling Bubbles	1128008	90 days x 36	Kit Order	Picked	1	5
<input type="checkbox"/>	++	17/04/2026, 12:44:01	SA1 SA2	Sparkling Bubbles	1669645	317303992	Gas Order	Picked	1	5
<input type="checkbox"/>	++	15/04/2026, 13:44:01	SA1 SA2	Sparkling Bubbles	1665623	317301782	Retail - Majors	Picked	1	5
<input type="checkbox"/>	++	17/04/2026, 17:04:08	SA1 SA2	Sparkling Bubbles	1670190	317304208	Consumer Order	Packed	1	5
<input type="checkbox"/>	++	16/01/2026, 07:20:35	SA1	Sparkling Bubbles	1470117	Pop x 4 25/03	Kit Order	In Kitting	1	5
<input type="checkbox"/>	++	27/03/2026, 14:18:28	SA1	Sparkling Bubbles	1621035	Pop x 4 27/03	Kit Order	In Kitting	1	5
<input type="checkbox"/>	++	12/02/2025, 10:03:27	SA1	Sparkling Bubbles	926966	814900561	Business Order	Failed Allocation	0	5
<input type="checkbox"/>	++	29/04/2025, 09:03:14	SA1	Sparkling Bubbles	1025281	814900576	Business Order	Failed Allocation	0	5
<input type="checkbox"/>	++	23/05/2025, 11:03:27	SA1	Sparkling Bubbles	1062544	814900582	Business Order	Failed Allocation	0	5
<input type="checkbox"/>	++	30/07/2025, 11:34:14	SA1	Sparkling Bubbles	1170689	814900596	Business Order	Failed Allocation	0	5
<input type="checkbox"/>	++	01/08/2025, 09:04:01	SA1	Sparkling Bubbles	1173655	814900598	Business Order	Failed Allocation	0	5
<input type="checkbox"/>	++	28/11/2025, 12:04:53	SA1 SA2	Sparkling Bubbles	1375574	814900628	Business Order	Failed Allocation	0	5
<input type="checkbox"/>	++	13/02/2026, 12:24:25	SA1 SA2	Sparkling Bubbles	1527963	814900646	Business Order	Failed Allocation	0	5

# Reporting Excellence

With every stock action captured, your reporting, audit, compliance and billing information is sorted. Immutable and verifiable transactions provide industry leading reassurance for your peace of mind.

We believe that your data is yours, and reporting on it should be as simple as selecting the fields you require. With our stunning report builder, you can create reports from any piece of data the WMS holds. No limits on record size, no limits on joins, you can fluidly move across the system with ease and efficiency.

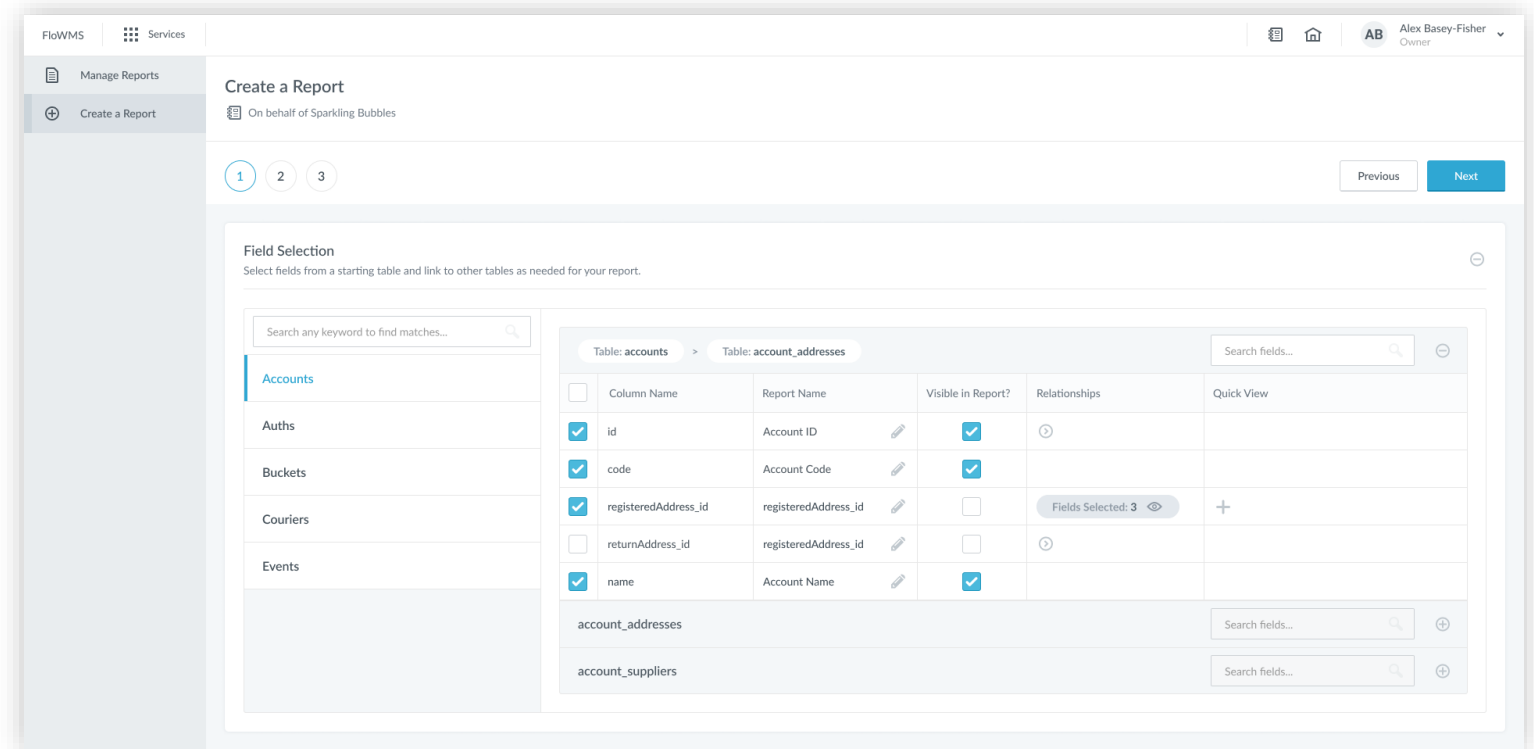
Our advanced functionality to run reports on schedules, along with the ability to output report data as spreadsheets, json or xml, will keep clients happy and data flowing, however you see fit.

With the ability to share reports across your team members, your specialists can create helpful and insightful reports that matter to you and let anyone in the business run them.

If you're not into writing your own, then FloWMS offers a large number of reports ready to run straight out the box.

Our stock transactions capture every useful detail and retain it for as long as you need. Smart logic ensures we only store new information, minimising storage requirements, keeping your costs low and your lookups quick.

With tens of millions of records already recorded across our live systems, you're in safe hands with FloWMS.



The screenshot shows the 'Create a Report' interface in FloWMS. The main area is titled 'Field Selection' and contains a table for selecting fields from a starting table and linking to other tables. The table has columns for 'Column Name', 'Report Name', 'Visible in Report?', 'Relationships', and 'Quick View'. The 'Table: accounts' is selected, and the 'Table: account\_addresses' is also selected. The following table shows the selected fields:

Column Name	Report Name	Visible in Report?	Relationships	Quick View
<input checked="" type="checkbox"/> id	Account ID	<input checked="" type="checkbox"/>	⌵	
<input checked="" type="checkbox"/> code	Account Code	<input checked="" type="checkbox"/>		
<input checked="" type="checkbox"/> registeredAddress_id	registeredAddress_id	<input type="checkbox"/>	Fields Selected: 3	+
<input type="checkbox"/> returnAddress_id	registeredAddress_id	<input type="checkbox"/>	⌵	
<input checked="" type="checkbox"/> name	Account Name	<input checked="" type="checkbox"/>		

Below the table, there are search boxes for 'account\_addresses' and 'account\_suppliers'.

# Enterprise Capability, Mid-Market Cost

The WMS market has a gap. At one end, budget-tier tools start from a few hundred pounds a month but fall short on multi-site capability and meaningful integrations. At the other end, enterprise platforms run into tens of thousands per month, with opaque licensing, lengthy implementation cycles, and a business model built as much on professional services as the software itself.

**The 3PLs running multiple clients across multiple sites, dealing with seasonal demand shifts and fluctuating workloads, need a better option.**

FloWMS exists in that gap by design, not compromise. It was built for the operators running multi-client complexity who need a platform that scales with them, not against them. Whether you're onboarding a new client, expanding into a second site, or ramping for peak season, the platform flexes with your operation without surprises on the invoice.

FloWMS offers licensing flexibility that no other WMS in the market can match. Purchase a day licence, a month licence, or an annual agreement - whatever fits your operation. When you need extra licences for a seasonal peak or a short-term contract, you add them for exactly the period you need and nothing more. In an industry where every competitor locks you into annual licensing regardless of how your workforce fluctuates, that flexibility alone can change the economics of your warehouse.

How we see the WMS market  
Enterprise-grade capability without the enterprise-grade price tag

FloWMS    Other WMS platforms    Typical market curve



FloWMS's view of the market. Other vendor positions are illustrative, based on publicly available information, and do not reflect a formal benchmark or endorsement. All trademarks are the property of their respective owners.

# Deploy and Configure in Record Time

With system deployment in less than 60 minutes, and your first warehouse and client configuration possible in a few hours, you can be live in less than a day. That means the only limit to using FloWMS is how fast your team can move. No more waiting on suppliers or IT.

We believe that SaaS is oversold to 3PLs. Handing your data and your clients' data to a supplier puts uptime and integrity at risk, whilst also too often locking you into unjustifiable price increases. At FloWMS, we're approaching things differently. We supply your teams with simple to use tools so that they can deploy and run the software as you need. Our deployment tools allow you to launch FloWMS into major cloud providers such as AWS and Azure in less than 60 minutes, with minimal technical knowledge required. What we're doing is giving you all the upside of "cloud-hosted" without the costs and data governance issues that other suppliers come with just to host you in the same places.

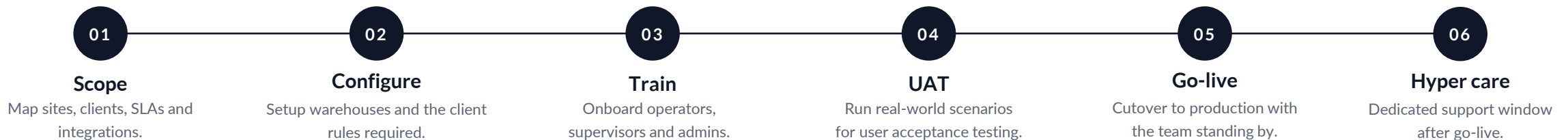
Implementation is another area where FloWMS separates itself from the market. Other vendors quote weeks or months, using setup fees as a great excuse for charging you professional service hours. Most platforms demand on-premise infrastructure or lock you into costly SaaS subscriptions with timelines that stretch from months to years.

FloWMS goes from contract to a fully configured live operation within a day. We're not suggesting you do that, as testing, training and hyper-care are all important milestones, our point is that you won't be waiting on us.

Through our production-ready integrations, FloWMS connects directly to the carriers your clients use, with integrations across major UK and international courier services. These are live connections already running in real warehouses, today, not items on a roadmap. Add a new carrier and you're shipping through it the same hour.

For marketplaces, ERPs, and everything else, FloWMS provides a comprehensive API and fully customisable webhooks. Connect to any sales channel, any ERP, or any internal system your clients depend on with minimal fuss.

Six Stages from Installation to Go-live



# Proven at Scale

Seven years ago, a multi-site, multi-client 3PL was running on an archaic WMS that could no longer deliver the fundamentals of warehousing at scale. Six years ago, FloWMS changed that.

Across 12 months, we supported the cutover of five sites and 50 client accounts, replacing fragmented legacy systems with a single cloud-native platform. Smarter putaway logic, industry leading allocation logic, simple client onboarding, and operational reporting were unified under one system; all configured and controlled by the client's own IT and operations teams. The transition was completed with no business downtime and delivered substantial improvements in operational efficiency.

That partnership has now run continuously for over five years with the 3PL deciding, without a tender, to renew the contract.

We've helped more than 125 million items despatch on time and in full, whilst continuing to evolve the products to meet and exceed the demands of a complex 3PL industry.

**125m+**  
Items Despatched

**50+**  
Clients live

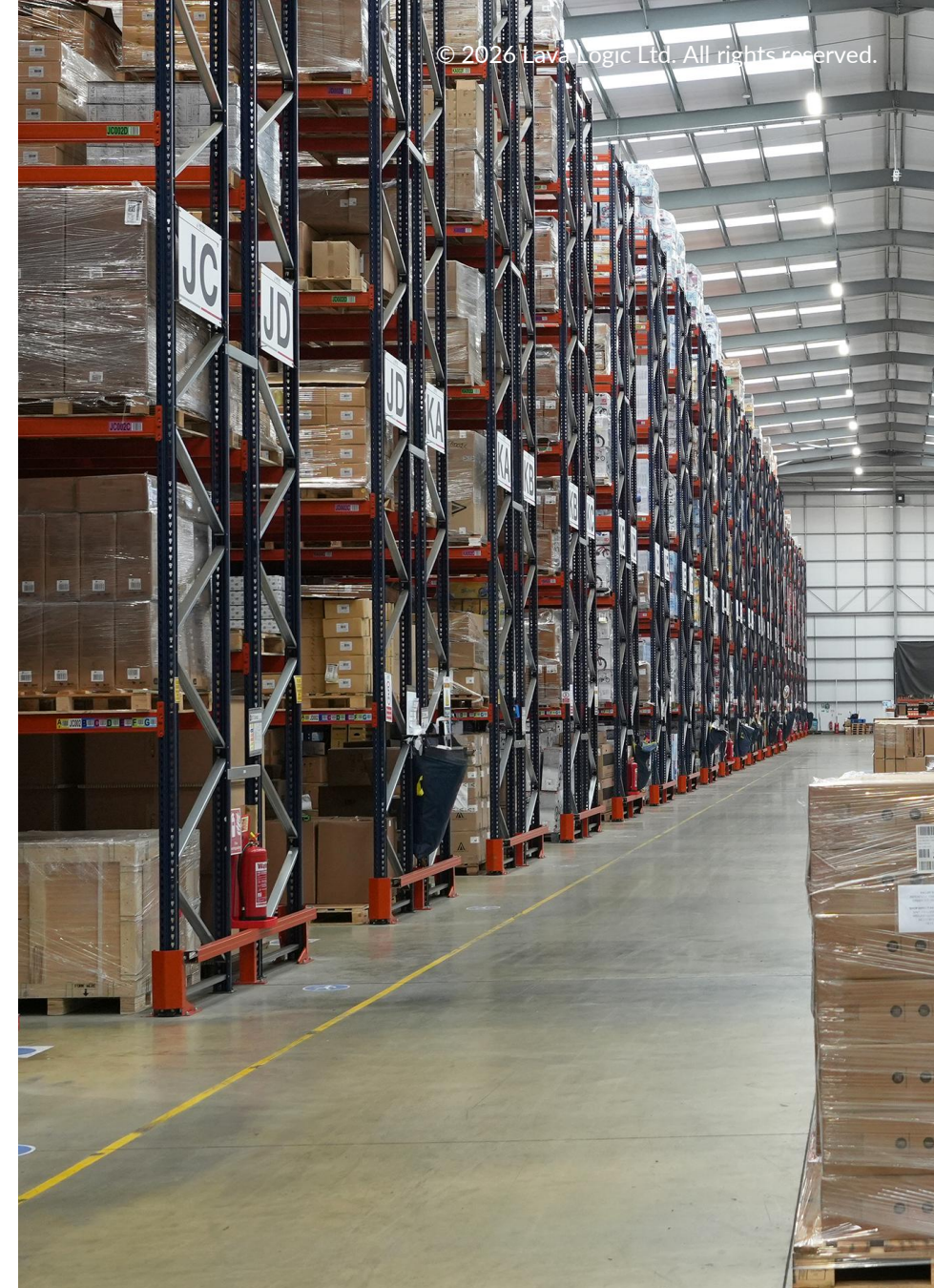
**6+**  
Years Live

“ **The first system I have used that actually reflects how a 3PL works.**

“My requirements are based on visibility, accuracy and flexibility; across clients, across shifts, across our peaks. FloWMS has given me that from day one. We were up and running far faster than I expected, and the difference it has made to how we manage the floor day to day has been significant. I've used most major WMS systems, and FloWMS is refreshingly easy to use.”

General Manager · UK Multi-Site 3PL (Details available under NDA)

Want the full case study? [leo@lavalogic.co.uk](mailto:leo@lavalogic.co.uk)



# FlowMS

Powerful, proven and operator loved

**Find out more on our website**

<https://flowms.co.uk>

**Book a discovery call**

See FlowMS configured for your operation

**Try the software**

No signup required

[hello@lavalogic.co.uk](mailto:hello@lavalogic.co.uk)

+44 330 043 9103