



Prokhor Prokhorov  
"Technology Logistics Systems",  
General Director

## Customer's interests are always our top priority

"Technology Logistics Systems" has been an efficient vendor in logistics services market for more than 20 years. Using systematic approach to the management of logistics processes as well as applying modern IT technologies as one of the key instruments, the company has earned the reputation of reliable partner and expert in the logistics outsourcing.

**Mr. Prokhor Prokhorov, General Director of "Technology Logistics Systems", answers the questions of "RUSSIAN LOGISTICS JOURNAL".**

**RLJ:** Prokhor, could you describe stages of development of the company and its formation as a 3PL provider?

**Prokhor Prokhorov:** In 1993 the company has started its activities providing services of consignment storage, transportation and customs clearance. From the very beginning we tried to create maximally comfort zone for our customer. Range of specialized services expanded gradually: logistics design of warehouses, consulting in the sphere of supply chains, automation of business processes using the most technologically sophisticated software. In such a way we achieved the highest quality level. An important stage of the company formation as a 3PL provider was construction of the first own warehouse (class "A") in the Moscow region. Our specialists performed topological calculations, complex

analysis and built business processes for each customer of our company. Among the customers of our group of companies for many years were the largest Russian and Western companies such as Procter&Gamble, Unilever, Ferrero, Wimm-BillDann, DeAgostini, SunInbev, Heidelberg, Oriflame and many others. Providing services for such serious companies always require the highest quality standards. This surely gave a major impulse both to establishing of our company in 3PL segment and developing of its capacity for providing consulting services.

**RLJ:** What feature has set you apart from the other competitors of logistics market back then? Also what features determine competitive ability of logistics operator today?

**Prokhor Prokhorov:** Professional performance of duties together with excellent service is as important today as it was back then. Herewith the value of service can not be reduced. Even professionally performed technical part without providing high quality service won't meet customers' expecta-

tions. First of all customers should know and feel that their interests are our number one concern. In such way we develop the value of services rendered to a customer.

**RLJ:** Please discover a secret of how you create and maintain the high level of service.

**Prokhor Prokhorov:** The secret is pretty simple. It is essential to establish the conditions which motivate all the employees to produce results as much as possible. Each employee should feel his/her involvement into the process and his/her contribution to the common cause.

**RLJ:** What mechanisms do you apply to specify and increase the level of motivation and involvement of your employees?

**Prokhor Prokhorov:** Of course, we train our staff and enhance their skills on a regular basis. Every employee of our company has the possibility of professional and career growth. We do not put obstacles in their way but rather create all the conditions to develop their potential. The main feature of "TLS" is stability: in fact we don't have a staff turnover. All the personnel that were in the start of the business are still employed. For new employees we use mentoring method and create maximally comfort psychological conditions for adaptation. Their initiatives and new ideas are always supported and welcomed as well. We are opened and therefore each person feels involvement into the process of creating and developing the common useful cause. As the people are interested in result and enjoy the process, they

involve other participants of the "chain", I mean partners and customers. Success of a common business directly depends on each contributor. That is why it is significant to create a common "wave" of cooperation. By virtue of such synergy a solid foundation is created both for individual development and organization on the whole.

**RLJ:** One of the major goals of logistics is optimization. What does this process means in the context of your business?

**Prokhor Prokhorov:** As I mentioned before, our strength lies in the competence of our specialists that perfectly know the processes of operation activities in warehouses and transport business. Any our project whether it is deployment of WMS or courier delivery services is supplied with optimization of customer business processes. This is the result of accumulated experience and inside knowledge of logistics processes. We are pleased to share our knowledge and our efforts pay off: customers recommend us. So, it's quite a significant indicator of performance.

**RLJ:** Now let's talk about various information solutions for logistics that your consulting company provides and implements. All the software products that you offer are Western ones. So what is the reason?

**Prokhor Prokhorov:** In this respect the main essential factors are: functionality, reliability, versatility of solution, open-source software code and, of course, service support. Unfortunately, Russian software developers have barely started to pro-



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vide services on a serious level. Therefore Russian solutions still missing versatility in adjustments for a large scope of business processes. Domestic solutions still require a pretty wide customization and result into dependence from one integrator and by this reason are inferior to Western analogues.

**RLJ:** What are the goals of your company? What are the directions of its development?

**Prokhor Prokhorov:** We continuously expand our products range for business automation. Our advantage is that we are a multivendor supplier of IT products. This allows us to offer our customers a product that can cover their requirements and aims completely. Being a 3PL provider we dynamically develop the direction of delivery for online stores. Our company has a separate department that specializes on this. According to our main principles we cover all the clients' needs in the commerce sector. We provide basic services of delivery and storage as well as the full scope of related services, counter services, dispatching control and other additional services. We also improve our internal potential and optimize processes inside the company. For instance, currently we implement the automatic system of transportation management SAP TM to further increase the efficiency of internal processes of information storing, schedule and routing. In either course of development, we follow to the major idea of the business stay unchanged – customer's interests are always our top priority.

### The "TLS" company history

The group of companies "TLS" was founded on the base of one of the first Russian commercial warehouse operators to integrate a wide scope of services into a single logistics complex.

- 1993 – We started to provide services of consignment storage and customs clearance.
- 1997 – We launched the services of intercity delivery of goods by heavy-duty vehicles.
- 2001 – Geography of responsible storage has been expanded. Representative offices open in Russian cities – from Kaliningrad to Vladivostok.
- 2002 – Development of delivery services by large- and middle-capacity transport in Moscow and European part of Russia.
- 2003 – Introduction of developing cargo delivery by railway traffic.
- 2005 – Construction of own warehouse of Class "A".
- 2007 – IT and consulting services have separated into a standalone direction. "TLS" is a partner of software vendors for automation of warehouse and transport processes: SAP, INFOR, a-SIS, community4you and also manufacturers of IT solutions Cisco, IBM, HP and equipment Intermec, Motorola, Citizen, Zebra.
- 2009 – Entrance into online stores market.
- 2011 – First project on a "turn-key" basis for a customer. It included financial analysis of possibility of own warehouse territory renting and provision of complete equipping, software and further involvement of warehouse provider.
- Now "TLS" is represented by high level multi-skilled specialists who suggest actual solutions from the best world practices which allow our customers to reduce logistics expenses significantly and to increase loyalty of their clients and partners.

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