

Powering Scalable, Efficient Food Distribution for Maryland Food Bank with NetSuite and WAERlinx

About Maryland Food Bank



Since 1979, the Maryland Food Bank (MFB) has been a vital force in addressing food insecurity across the state. As a non-profit, MFB not only sources and distributes millions of pounds of food annually through a network of community partners - including soup kitchens, pantries, shelters, and faith-based organisations - but also tackles the root causes of hunger through education, workforce development, and advocacy.

With a mission to ***“lead the movement to end hunger in Maryland”***, MFB continually seeks ways to optimise operations and increase its impact. Recognised nationally as a member of Feeding America and for excellence in non-profit management, MFB maintains high standards in food safety, logistics, and community service.



The Need for Modernisation

Faced with an ageing ERP system, Maryland Food Bank recognised a growing operational risk. A planned deprecation of underlying components made continued use unsustainable. The system no longer supported MFB’s expanding multi-site operations, and visibility across critical processes, particularly in the warehouse, was limited.

To future-proof its infrastructure and build a more agile, scalable foundation, MFB selected Oracle NetSuite as its cloud-based ERP - implemented by award-winning NetSuite partner Myers-Holum. But to fully optimise inventory, warehouse management, and fulfilment workflows, they also needed a warehouse management system (WMS) that could handle the complexity of food logistics.



Selecting WAERlinx as their WMS Partner

WAERlinx was chosen for its seamless integration with NetSuite and its specialist capabilities in food distribution environments. MFB required a solution that could support temperature-controlled inventory, repacking workflows, and real-time tracking across multiple warehouse locations.

WAER’s experience working with non-profit logistics organisations and its configurable WMS offering stood out as delivering both flexibility and reliability.



Solution Deployment

Working closely with MFB, WAER implemented WAERlinx for FoodBanks (WL4FB) across five key sites:

- Baltimore (Halethorpe)
- Trident Court
- Eastern (Salisbury)
- Delmar
- Western (Hagerstown)



The implementation included a range of tailored WMS capabilities:

- Receiving and Putaway
- Quarantine and Inspection
- Replenishment
- Work Order Processing (Repack and Food Packages)
- Sales and Transfer Order Picking
- Capture of order quantities shipped from the Marketplace
- Shipment Tracking, including Deliveries and Collections
- Shipping for the following methods, including Delivery Notes:
 - Vehicle Deliveries
 - Collection (Pick-ups)
- Cycle- and Full-Stock Counting
- Various reports to support operational insights

The implementation required minimal custom development, demonstrating how WAERlinx's out-of-the-box capabilities aligned with MFB's supply chain. It enhanced NetSuite's capabilities by bringing advanced warehouse operations directly into the ERP ecosystem.

Business Impact

Since go-live, Maryland Food Bank has seen immediate, measurable benefits, both at the user and organisational level:



Operational Improvements

- Streamlined receiving and picking processes
- Reduced paper-based workflows
- Fewer errors in documentation through barcode automation
- Accurate, real-time visibility into inventory across sites

Strategic Benefits

- Minimal disruption during implementation
- Faster, more reliable month-end reporting
- Increased support and enthusiasm from internal teams
- Stronger foundation to scale and process a higher percentage of donated food

WAERlinx not only addressed their current operational pain points, but also aligned with MFB's broader goals of scalability, community collaboration, and long-term impact.



A Collaborative Experience

The partnership between WAER and MFB was enhanced by shared understanding and seamless collaboration. WAER's deep experience in the non-profit food logistics space, combined with their responsive implementation approach, enabled MFB to achieve their goals efficiently and confidently.



“Working with the WAER team was a smooth and collaborative experience. Their deep understanding of warehouse operations and the non-profit sector helped us transition efficiently. Since implementing WAERlinx, we see that our new integrated platform will provide us improved inventory accuracy and clearer operational visibility across all of our warehouse sites.”

Sean McHale
Senior Manager, Information Technology



Why Food Banks Choose WAER

- Deep, native integration with NetSuite
- Proven success with non-profit food logistics
- Out-of-the-box functionality tailored to food banks
- Scalable implementation across multiple sites
- An engaged user community that helps drive continuous product improvement