# Thomax leads the way in innovative warehouse management solutions



Thomax, a prominent player in the logistics and supply chain sector, has emerged as a leader in warehouse management system (WMS) solutions, driven by the vision of its Founder and Managing Director, Thomas Jackson. The company, which originated from personal experiences with warehouse inefficiencies, now boasts a global presence with offices in countries including Australia, New Zealand, Singapore, the United States, the United Kingdom, and Canada.

Jackson’s journey into logistics was unorthodox. His background in electronics engineering did not initially point towards a career in warehouse management. "I fell into running a warehouse," he remarked, sharing his unlikely entry into an industry that many do not set out to join. In the mid-2000s, he took on the role of managing a warehouse catering to major Australian retailers like Woolworths, Coles, and Bunnings. At that time, the operations he overseen were significantly hampered by inefficiencies, relying heavily on antiquated paper-based systems and providing limited visibility into processes. Jackson noted, "If a customer called asking where their order was, the best answer we had was to hope it showed up before they asked again."

To tackle these challenges, Jackson took matters into his own hands by automating processes through scripts initially intended to ease his own workload. These early efforts laid the groundwork for a sophisticated WMS, as he identified that existing market solutions were either too rigid or required excessive customisation. "None of the off-the-shelf solutions fit our business model," he reflected, leading him to the decision to continue developing his innovative system, which eventually became Thomax.

One pivotal moment in Thomax's evolution occurred when other businesses expressed interest in the system Jackson had created. "People would see what we had and ask if they could buy a licence," he recalled, prompting him to adapt his in-house solution into a scalable product. Now, Thomax's client portfolio includes well-known brands such as JD Sports, Toys R Us, Starbucks, and Burger King, indicating its significant impact in the market.

Thomax distinguishes itself by leveraging modern, cloud-based technology that accommodates the evolving demands of the logistics landscape. Jackson highlighted that traditional WMS platforms often operate with outdated architectures; Thomax, conversely, was designed to be flexible and innovative from the outset. “The world of supply chain has changed drastically – even in just the last five years,” he emphasised, recognising that the current logistics environment is marked by diversified fulfilment procedures that extend beyond simple pallet shipping.

The efficiency of Thomax's system can be illustrated through a case study wherein a client compared their legacy WMS to Thomax by processing 100 orders in each system. The old system required four and a half hours to complete the task, while Thomax accomplished it in just 45 minutes. Jackson explained, "It wasn’t one big change – it was a series of small efficiencies adding up."

As Thomax continues to expand internationally, it encounters challenges typical of global enterprises, including regional specialisations and compliance variations. Jackson pointed out nuances such as differing terminologies, noting that what Australians refer to as a "consignment note," Americans call a "shipment." However, the company's international footprint allows it to provide 24/7 customer support, ensuring that clients across various time zones receive assistance whenever needed.

Looking to the future, Thomax aims to enhance its integration of automation, robotics, and artificial intelligence within warehouse operations. Jackson shared that the company has been at the forefront of robotics, while also prioritising rapid processing in seemingly simple tasks, like label printing, which can significantly impact efficiency. He hinted at forthcoming innovations, stating, "We’re working on something that’s the first of its kind in the Southern Hemisphere. But I can’t say more just yet."

As Thomax progresses, Jackson remains committed to evolving the company’s offerings, countering the tendency of legacy WMS providers to stagnate. He noted, "The problem with legacy WMS providers is that they build a product and then just sell it for decades with minimal updates. We’re the opposite – we evolve every single day."

Envisioning the company's path over the next decade, Jackson aims to keep Thomax at the forefront of warehouse management solutions, ensuring customers remain proactive, not reactive, to industry changes. He pointed to key trends such as rising customer expectations, the decline of ‘just-in-case’ inventory practices, and the pressing need for automation arising from current staff shortages in warehousing.

Thomax represents not just a supplier of WMS solutions but a responsive entity formed to address contemporary logistics challenges, evolving from a personal need into a recognised force within the global supply chain industry.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://thomax.com> - This URL supports Thomax's role as a leader in warehouse management systems and its global presence with teams in multiple countries. It highlights how Thomax is dedicated to delivering end-to-end logistics solutions with speed and accuracy.
* <https://thomax.com/transportation-management-system/> - This URL explains Thomax's transportation management system (.tms), which streamlines delivery processes, enhancing efficiency and customer visibility. It illustrates Thomax's focus on technology-driven logistics solutions.
* <https://mhdsupplychain.com.au/2025/04/15/redefining-warehouse-management-for-the-21st-century/> - This article mentions Thomax and a broader trend in modernizing warehouse management, aligning with Thomax's journey from addressing inefficiencies to becoming a modern WMS provider.
* <https://rocketreach.co/thomax-technology-profile_b47a1897fc43f554> - This page provides information on Thomax Technology, including its founding year and locations, confirming its global reach and presence in countries like Australia, New Zealand, the UK, Canada, and the USA.
* <https://www.thomax.com.au/> - This is an official website of Thomax in Australia, which outlines its mission and services in logistics and warehouse management, reinforcing its expertise in the field.
* <https://www.noahwire.com> - Although specific content about Thomax on this site couldn't be found, Noah Wire Services is mentioned in the context of the article, indicating potential coverage of Thomax and logistics-related news.
* <https://news.google.com/rss/articles/CBMimgFBVV95cUxNZGtNbFppa0dBc3lqNVZ5NDhSOEpWdGo0d3VBSU9hRlV0Q2tDWXFGWUhaUzdPUXNoYVNFUWo3aFlsQWZ3bkZoNGExTXhzRnh0TWdBTVhQcFhHNWRTMkpaS2xIZzNPMWxxT3hla0Y5XzBGTXZvWGR5aTIzbDlYTHFTVFEwNEotWUJLYTlrczdtbHpMblcxeWxiS3Bn?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data