



Maximizing Efficiencies With Online Ordering

Challenge: A manufacturing company was looking to save time and money in the warehouse by finding a business partner to take over their pick/pack and fulfillment. The company's marketing coordinator was responsible for receiving orders via email, executing pick and pack from a product list of over 100 items, and arranging shipping to nearly 1,000 sales reps and distributors nationally. No automation was in place to track real-time inventory and cost center assignment. It was estimated that the coordinator spent 10 to 15 hours per week managing this process. It was also uncovered that the company had almost two dozen pallets of material that occupied valuable real estate inside their facility. The company approached us for help to consolidate their entire fulfillment program.



Solution: In addition to developing an online storefront where they could order all their sample products, printed materials and promotional items, we implemented a fulfillment system to relieve the marketing coordinator of this arduous task. The online ordering and fulfillment process allows the company and sales reps to order materials directly, manage inventory online, keep track of back orders, receive notification of low inventory levels and manage cost centers in real time. We also negotiated the transfer of all items managed on the site to our warehouse where we inventory, pick/pack and ship all items.

Results: The senior marketing manager is thrilled with the results. In six months, we have helped them decrease the amount of time spent on inventory management and fulfillment by 90 percent. In addition, this solution has also freed up over 400 square feet of valuable production floor space. Most importantly, the marketing coordinator can now concentrate on those responsibilities that are most beneficial to the company.

