

## ADSI Helps Online Sporting Goods Retailer Build on its Success with Scalable Supply Chain Solution

In the highly competitive world of retail sales, Todd and Steve Messineo have built a thriving sporting goods business. After opening their first store in Joliet, IL in 1999, the brothers quickly entered the online shopping world by selling golf equipment on eBay and launching an online store ([www.budgetgolf.com](http://www.budgetgolf.com)).

Business continued to grow as they expanded their online store and opened a second retail store in 2008. However, when the faltering economy began to chip away at sales, they decided to meet the challenge head-on. “We anticipated a revenue dip of 20% or more, so we decided to do whatever it takes to not lose any ground,” said Todd.

The hard work paid off far beyond their expectations. Sales increased by 205% and the company grew from 5 to 22 employees. Along the way, the team also opened a new warehouse, added a shipping and receiving department, call center and service department. Business continues to grow today.

### Challenge

Such dramatic growth brought with it the need to re-think the way the company processed orders. Budget Golf already had several systems in place—a point of sale (POS) inventory system, an order system for the online store, another for eBay orders and a UPS shipping manifest system. “We had reached the point where order volume overwhelmed our systems,” said Todd, “The

problem was that the systems could not talk to each other.”

Every day, the staff would first print all the eBay and website orders from each system and then manually type them into the POS system so they could be accounted for as sales.

Next, they would manually enter the orders into the carrier manifesting system to create labels and shipping documents. Final shipping details had to be rekeyed back into each order system to alert customers that their orders shipped.

Meanwhile, order volume quickly grew to 1200 shipments a day. “We knew there had to be a better way,” he said.

### Solution

The Messineo’s envisioned an integrated solution in which the order, POS, inventory and shipping systems all shared information, eliminating the data entry work that consumed countless hours every day. They sought advice from their UPS representative, who introduced them to ADSI.

ADSI performed a site analysis and proposed their Ship-IT™ multi-carrier software solution to automate the shipping process and serve as the conduit to pass order and shipping information to each system as needed. ADSI’s project team worked with Budget Golf to define the business rules for the data flows between the systems.

**Before ADSI, Budget Golf had reached a point where it couldn't grow any larger without a better back-office system to handle the workload. Today, they feel like they've hit a hole-in-one.**

### Touchless Order Processing

ADSI's multi-carrier shipping software completely eliminated the need to rekey data between systems. Now orders are downloaded from Budget Golf's order system into Ship-IT, and Ship-IT automatically manages the order fulfillment and shipping process.

Ship-IT is installed in the customer service department, where it is used by the staff to download orders from the order systems. Data flows as follows:

- Orders are processed twice a day; e-Bay orders are processed in the morning and website orders are processed in the afternoon.
- Ship-IT receives data on inventory availability from the inventory system.
- Ship-IT follows the business rules embedded into the system to ship orders.
- If inventory is available, Ship-IT pulls a pick ticket and UPS tracking number and sends the file back to eBay or to the website, as notification that orders have been shipped and can be tracked.
- If inventory is not available, Ship-IT alerts the user, who contacts the customer.
- Inventory adjustments are sent back to the POS and inventory system to be used for replenishment ordering, sales analysis and more.
- Shipping costs captured, communicated to customers and stored for analysis.

### Benefits

ADSI has helped Budget Golf achieve numerous goals:

- **Automated order processing.** Budget Golf has automate 95% of its order fulfillment scenarios. "This is exactly what we were striving for," he said, "We expect to see a few complicated orders that require personal attention. It's a part of our business."
- **Dramatically improved throughput.** Budget Golf now ships thousands of orders, up to 30 pallets on its busiest days, and can easily handle spikes in volume with existing staff. "Prior to using ADSI, we had to add a full-time employee for every \$250,000 in additional sales," he said, "Now we can dramatically increase order throughput without throwing more bodies at it."
- **Better visibility.** Ship-IT automatically sends order and delivery information back to the POS system, where it is used for analysis. "We can keep a better pulse on which products are hot sellers, which aren't, and adapt accordingly," said Todd.
- **Redeployment of resources.** "Now we can focus our efforts on growing the business instead of worrying about fulfillment problems," said Todd.
- **Elimination of manual labor.** In the first six months of using ADSI's solution, Todd has reduced labor related to data entry by 1,000 hours, the equivalent of one full-time employee per year.



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