



## ADSI and David C Cook: A Story with a Happy Ending

**D**avid C Cook, a creator of faith-based materials, has been in business for over 136 years. The company's product line has grown over the years to include books, toys, games, music and more. Now one of the largest producers of faith-based materials in North America and the largest distributor in Canada, David C Cook provides assistance and materials worldwide to educate and improve learning around the globe.

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Cook's order fulfillment operations are managed in a 300,000 square foot facility located in Elgin, IL. Nearly 250,000 orders are processed each year (with 85% of orders being small parcel and 15% of orders being LTL shipments). Warehouse functions are managed using a highly-customized WMS on an Oracle platform. The logistics team also uses ConnectShip® to manage their freight activities, and report on actual shipping costs versus customer shipping charges.

### Challenge

A TanData/ConnectShip customer since 1989, Cook has used the same shipping system for 19 years by improving it with upgrades as technology evolved. The company's internal IT resources added custom coding to enhance shipping and production rules and functionality as needed. However, in 2008, Cook realized it could no longer take advantage of software upgrades because their system had become too customized to assimilate standard updates. Tracking costs and evaluating performance made it difficult, if not impossible, to trace back to orders and shipments.

### Defining Project Scope

The project team knew it was time for a more flexible and maintainable shipping solution. They also wanted the ability to ship online, so desktop processing was important to them. Having visibility in every area of the operation was vital to their efficiency. Being able to pull up data instantly from any workstation would be a productivity-enhancing capability for them. From a reporting standpoint, it was critical to track costs and review spending on a regular basis.

The team had initiated a project to capture costs and report all modes and methods of transport that you'd get with a transportation management system. Their goal was to use a transportation

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management system with the COGNOS business intelligence and performance management software, and incorporate all their inbound and outbound transportation costs under one umbrella. After several months of defining their requirements, they invited a few selected vendors to propose a solution. One of those vendors was ADSI.

**Key Criteria for Vendor Selection**

Ultimately, it came down to who knew most about the logistics environment and how to incorporate the technological advancements into their existing platform. After coming up with a list of pros and cons for each vendor, the team determined that ADSI matched their budget, had a fresh look on customer service and care, and offered a level of service and support beyond the competing vendors. Of course, their existing relationship with ADSI was a factor, but even more important was finding a like-minded organization, willing to work within the constraints of an existing platform, without holding back essential functionality.

ADSI worked closely with the David C Cook project team to re-focus their efforts on expanding operationally to keep up with changing business demands. “They really standardized what they had to do to transform their operations for the

21st century,” said Joe Kohl, VP Logistics Services at ADSI. “They were struggling to keep up with demand and knew they needed to improve their existing infrastructure. The overall process was not a simple one, but it has delivered tangible, measurable results,” said Kohl.

**A Three-Month Return on Investment**

ADSI’s Ship-IT™ multi-carrier software solution offered Cook a flexible transportation software solution which incorporates all their business rules, offers robust reporting and is easily managed. They are also able to easily gather freight information and transportation costs to operate more efficiently. As a result of this integration, they have managed to reduce costs across the supply chain—resulting in an ROI of only three months.

“ADSI works hard to develop business-enhancing solutions for the marketplace,” remarked Mike Hastings, Sr. Director Logistics & Inventory. “Their team was extremely flexible—we changed our minds a few times along the way, but ADSI remained open and supportive through an otherwise difficult process.” He added, “Compared to other system transitions, ADSI made it work well.”

**Additional Gains in Efficiency**

ADSI’s ability to deliver on the transportation software project has given David C Cook an added impetus to use ADSI to improve other areas in the distribution center. Their Zebra Technologies barcode label printers and Motorola cordless barcode scanning devices are also purchased from ADSI. “Our relationship became a partnership with the willingness of ADSI to be a part of a team,” said Hastings.



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