



ADSI Helps Online Retailer Avoid Every Shipper's Worst Nightmare—Complete Shutdown of the Shipping Line

Technological advancements are designed to streamline processes and position businesses for growth. But for this online retailer of children's products, the strategy of implementing a new shipping system to improve customer service very nearly ended in taking it one giant step backward — to a warehouse full of orders that couldn't be shipped.

Signs of Trouble During Implementation

The company signed an eight-month contract with its existing commercial shipping solutions provider to replace its existing system with a more sophisticated solution.

Seven months into the project, it became clear that the vendor wasn't going to meet the deadline. Instead, the installation went online with a partial solution that allowed for ground shipping using a subset of its usual carriers.

Shortly after going live, the shipping system failed. The company's IT team learned that the vendor required an additional month of development work to bring the system back online. Furthermore, based on the short time the new system had been up and running, the team realized that the vendor had not

understood the company's processes and goals as well as they had thought.

"Very quickly, we realized that our labor and shipping expenses had increased two to three times above normal," said the company's IT director, "And, using the new system, we found that our production levels decreased by 40 percent."

Shortly thereafter, the system completely shut down. It turned out that their permanent license key had expired. The vendor informed the company that as a matter of policy, it didn't provide a permanent key until the project is accepted as complete.

No key, no shipping. Business came to a grinding halt.

Disaster Recovery—With One Day

The company called on ADSI, a systems integrator and shipping automation expert, to help. ADSI's technical staff arrived early that morning and conducted a preliminary assessment including a rate shop test to assess the company's situation and determine the best way to get them back online. With the backlog of unshipped orders rapidly growing, the company asked ADSI if it was possible to perform a fast installation to get orders out the door. ADSI committed to getting the foundation of

the shipping system installed—overnight—with the company’s support.

Meanwhile, the company’s distribution director shifted the warehouse team into disaster recovery mode. “We placed all of our best packers and data entry personnel in the warehouse to manually check order information,” he said. In parallel, ADSI began to install Ship-IT™, its multi-carrier shipping solution.

Within 25 hours, the company’s multiple shipping lines were back in production, using Ship-IT to process their shipments. Through the combination of ADSI’s shipping system and the warehouse team’s redeployment of staff, the company avoided disaster.

Transitioning to the ADSI solution was a huge relief for the distribution director and his team. “For those five weeks, while we were struggling with a failing system, there was a lot of pressure on customer service,” he said. “They were apologizing for inaccurate orders and had to ship orders out a second time. This was costly for the company.”

Prior to working with ADSI, getting the shipments out required a team of 11 staff working overtime.

Once the Ship-IT solution was up and running, the company was able to reduce staffing levels by 40% and eliminate overtime hours. Also, the distribution director calculates that the company has reduced its customer order transit time by approximately two days.

Net Result? More Responsive Service To Keep Customers Happy

According to the distribution director, the biggest benefit delivered by ADSI’s solution is that it has enabled the company to offer more responsive levels of service to its customers. “Our online customers want their orders to be delivered quickly, for as low a cost as possible,” he said, “ADSI has implemented a solution that allows us to meet those expectations.”

This company underwent an emotional decision as they were forced to decide between their old shipping solution, which bore a multi-year relationship, and their new one, which produced phenomenal results in a matter of days. The company plans to continue moving forward with ADSI.



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