

## Twenty Years and Counting: How to Get the Most Out of Your Shipping System

**F**ounded in 1932, Weber Marking Systems has grown into an international labeling leader, providing products and solutions for over 50,000 companies. Weber systems are found in every industry, from small manufacturers to Fortune 500 operations. The company serves



its customers from its world headquarters and manufacturing facility in Arlington Heights, Illinois, and other plants worldwide.

**Ship-IT enabled the company to achieve its efficiency goals, gain more control over freight costs and achieve better visibility of total shipping activity.**

### Challenge

Weber Marking Systems' relationship with ADSI began more than 20 years ago, when the company was looking for a computerized shipment manifesting system. "We wanted to eliminate manual shipment manifesting procedures that were common at that time," said Bruce Mueller, Weber Marking's Shipping & Receiving Manager and 31-year employee of the company.

Mueller eventually chose ADSI's Ship-IT™, a multi-carrier shipping software solution that automated rating, routing, and all shipping document and label production for its small parcel and less-than-truckload (LTL) carriers. This enabled the company to achieve its efficiency goals, gain more control over freight costs and achieve better visibility of total shipping activity.

Since choosing Ship-IT, Weber has been able to:

- Manage all small parcel and LTL carriers on one system and allow the system to determine the best carrier, route and service.
- Eliminate manual shipping processes, which has increased efficiency and reduced the risk of errors.
- Achieve greater control over freight costs by implementing rules-based shipping into the system.
- Further optimize their shipping by taking advantage of new shipping features available with each new release of Ship-IT.
- Eliminate the need for data entry by integrating Ship-IT to send shipment data back to the ERP system for invoicing purposes.

But that's just the beginning.

## **Weber has achieved a high level of order and shipping visibility by continually refining the data sharing process between their ERP, warehouse and Ship-IT systems.**

### **A Lasting Partnership**

Fast-forward 20 years, and Mueller is still working closely with the same team who implemented its first shipping system. It's a partnership that has remained a constant as Weber Marking has continually adapted its operations to keep an edge in today's constantly changing business environment.

For example, in an effort to streamline operations and further reduce its costs, the company has added a third party logistics provider (3PL) to its delivery model. This has enabled the company to reduce freight costs by taking advantage of the more attractive freight rates the 3PL was able to negotiate based on its larger volume of business with LTL carriers.

Weber Marking has also leveraged the power of the Internet to achieve a more flexible sourcing model. "We can now easily go online to source certain products from our suppliers and have them drop shipped directly to our customers," said Laura McGrath, Weber's Director of Materials Management.

Customers also use the Internet to buy Weber Marking products. Ship-IT is used to calculate freight charges, add them to the customer's

invoice, and provide carrier tracking numbers to make it more convenient for customers to track their shipments. "Changes like these have enabled us to achieve even greater control over our costs and provide more responsive customer service," said McGrath.

In every case, Weber Marking has pushed technology to provide for greater information transparency across all of its systems. They have achieved a high level of order and shipping visibility by continually refining the data sharing process between their ERP, warehouse and Ship-IT systems.

### **A Cost-Effective Shipping Solution for the Long-Term**

Amidst all these changes, Weber Marking Systems has relied on the Ship-IT system as its primary shipping solution, although the version Mueller is using today is generations apart from the first system Weber Marking purchased. The system has undergone numerous upgrades, including feature enhancements and operating system upgrades from a DOS-based solution to its current Microsoft-based version, but the company has nonetheless been able to take advantage of each new version without a significant outlay of capital.

"As a result of the services included in ADSI's software license subscription, we have benefitted from several major enhancements and operating system upgrades without incurring significant additional costs," said Mueller. "Over a 20-year period, ADSI has proven to be a very wise investment for our company."



**Multi-Carrier Shipping Software ■ Barcode Solutions ■ Integration Services**

**877-755-2374 ■ sales@adsionline.com ■ www.adsionline.com**  
**955 N. Plum Grove Road, Suite E ■ Schaumburg, IL 60173**