

MANUFACTURER CASE STUDY

Logistyx Helps McDavid USA Serve Up First Class Customer Service to Retailers



McDavid manufactures and distributes sports medicine equipment and performance

wear for athletics. The company sells its products through multiple sales channels including “big box” retailers such as Sports Authority, team sales channel to professional, college and high school teams, a team dealer channel supporting trainers and trainer supply groups and via their website www.mcdavidusa.com.

CHALLENGE

McDavid must efficiently manage the complexities associated with shipping to retailers and mass merchants, including customer-specific UCC labeling and the electronic transmission of advance ship notices (ASNs) to customers.

Additionally, a retailer may require McDavid to label and pack its products in a certain way in order to be accepted at the receiving dock. Failure to comply can result in significant fines imposed on McDavid by the retailer. So the company faced a serious challenge when its existing shipping system vendor went out of business.

“We were under the gun to find a partner that truly understands what it takes to support our retail customers,” said Bryan Banner, McDavid’s Director of IT. “Additionally, we had no room for implementation delays, so we were looking for a company that could provide almost a turnkey solution to replace our legacy system, with no hiccups in the ‘go live’ date.”

SHIPPING ENVIRONMENT

McDavid ships thousands of packages a day to customers in the U.S., Canada, Europe and Japan. Orders are fulfilled on 16 packing stations that are staffed on a full time basis. The company uses multiple small parcel and LTL carriers to manage deliveries, depending upon each customer’s requirements

SOLUTION

After doing its due diligence on four vendors, the company chose Logistyx and implemented its packing, staging, shipping software, complete with Zebra printers and mobile computers to further streamline order packing.

Not only did the Logistyx software go ‘live’ right on time, but it delivered several significant enhancements for McDavid’s order fulfillment work flow.

Smart Technology to Eliminate Bottlenecks

Banner has noted numerous operational improvements with its new system. The company eliminated several steps in order work flow that caused bottlenecks at peak order volumes.

“We were under the gun to find a partner that truly understands what it takes to support our retail customers.”

—BRYAN BANNER

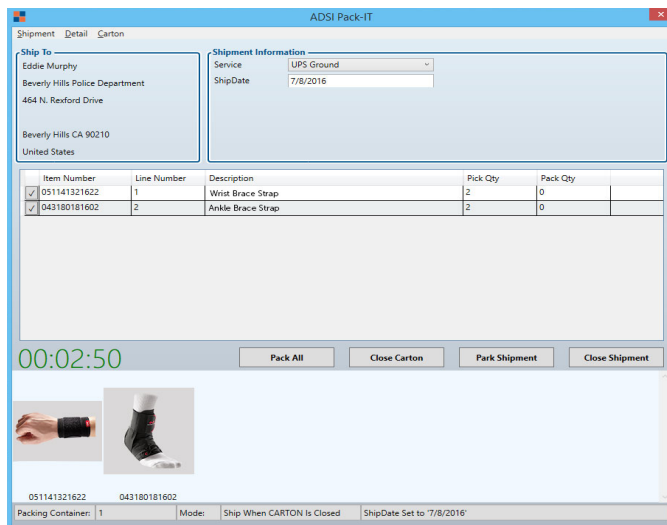
Customer-Specific Product Labeling Gets Much Easier

One of the biggest improvements that McDavid has gained with the Logistyx system is in the area of customer-specific labeling requirements. “Some mass retailers require us to put their prices



on our product before we ship," said Banner, "So I may have the same SKU, ankle brace #195, going to four different mass merchants, but three would like their price sticker on each ankle brace before it ships."

Prior to Logistyx, the team would have to pre-sticker large quantities of products to prepare for the next week's orders. According to Banner, "This would quarantine a lot of inventory because once it's stickered for a mass merchant, it's pretty much designated for them. To keep up, we would pre-sticker on a regular basis. It tied up inventory and a lot of space."



Logistyx order software guides workers through fast scan-based item label printing during the order packing process.

Instead, Logistyx built the label pricing process to take place as the order comes across the packer's station. The system pushes order activity according to what is required by the retailer.

"The process is flawless. We no longer pre-sticker anything because it is tracked in the system," Banner said, "If a packer scans an item that requires a price sticker, then the price stickers automatically print on the same Zebra printer that prints out the shipping labels, etc. It's all part of the same workflow."

"Shipping to mass merchant retailers can be an expensive proposition if you don't have a handle on the many order fulfillment details for each retailer's order," Banner said. "With Logistyx, we've been able to streamline the workflow, save time, eliminate errors and ensure that we're meeting all of our retailer's service requirements. That's huge in the retailer world."

BENEFITS

Eliminated errors in order fulfillment process

Gained 100% compliance with retail service requirements

Eliminated bottlenecks in order packing/shipping lines

Eliminated manual processes to enhance productivity

"The process is flawless. We no longer pre-sticker anything because it is tracked in the system."

—BRYAN BANNER

ABOUT LOGISTYX TECHNOLOGIES

Logistyx Technologies offers flexible multi-carrier shipping software solutions that help companies reduce order-to-delivery costs while boosting efficiency and choice. For more information, visit www.logistyx.com.



Contact Logistyx to streamline your shipping operations.

www.logistyx.com | info@logistyx.com | US Phone: +1 877 755 2374 | Intl Phone +31 20 241 0265

Corporate Headquarters: Chicago, IL USA

North America Offices: Philadelphia | San Diego | St. Louis | Toronto

Europe Offices: Hoofddorp, Netherlands | Alkmaar, Netherlands

Asia Office: Singapore