

Keeping the Pages Turning at Rockpoint Logistics



For specialty publishers like universities, professional groups and trade organizations, the prospect of printing, stocking and shipping individual titles is inefficient if not outright impossible. However, their buyers, including schools, bookstores, and consumers themselves, still expect rapid fulfillment of orders.

THE CHALLENGE

Bridging this gap is Rockpoint Logistics, which stocks and distributes more than one million books, DVDs and other material for hundreds of specialty publisher clients. Faced with an aging parcel shipping system and limited carrier selections, Rockpoint Logistics sought Logistyx to completely revitalize their shipping and transportation management operations. Among other specifications, RockPoint Logistics required the new Logistyx solution to:

- Integrate to their Blue Yonder WMS with an embedded interface that seamlessly generates combination pick-list/shipping labels.
- Provide real-time rating and routing access to cheaper carrier services, including UPS Sure Post, FedEx SmartPost and those provided by OnTrac, LaserShip and Eastern Connection, among other regional operators.
- Automatically audit and reconcile carrier invoices against original manifest data to cut erroneous accessorial fees and ensure proper application of discounts.

SUMMARY

Logistyx began with its 360° Assessment to identify optimization opportunities then deployed the multi-carrier solution to automate Rockpoint's entire fulfillment process. Logistyx verifies package contents, instantly calculates the best carrier option, and helps streamline the daily execution of more than 8,000 parcel shipments. Logistyx also provides real-time access to transit status, proof-of-delivery, and management reports, including carrier performance and invoice reconciliation credits. With a more efficient fulfillment process and access to a value-focused carrier base, Rockpoint Logistics immediately realized a 3% reduction in overall transportation spend. They also found significant savings in IT and Account Management labor due to the maturity, expert integration and reporting capabilities of the Logistyx platform.

"Logistyx gave us the flexibility to add new UPS services and bring FedEx into the fold. With multicarrier options, including Mail Innovations and SmartPost, we're saving money and providing customers better delivery options."

— Jake Putzler, Director of IT