



## Legendary Whitetails Gains 99.9% Order Accuracy and Reduces Freight Costs with ADSI's Pack-IT and Ship-IT™ Solution

Legendary Whitetails ([www.deergear.com](http://www.deergear.com)) is a direct-to-consumer marketer of affordable fashion clothing for whitetail deer hunters. A thriving online retailer, the company has grown 25% to 30% year over year since sending out its first catalog in 1999.

Sales are busiest during deer hunting season – when roughly 200,000 of the company's annual order volume of 225,000 orders are handled in a four-month period. During this time, operations ramp up from 100 orders to 8,000 orders a day.

### CHALLENGE

Legendary Whitetails had completely outgrown its systems. The fulfillment team had to manually export orders from the order management system and import them into the shipping system, a labor-intensive process. "We did not have the real-time data we needed to maximize efficiency and better serve our customers," said Ben Huffman, vice president of operations for Legendary Whitetails. Additionally, Huffman wanted a more flexible multi-carrier shipping system that would enable him to better control freight costs.

### SOLUTION

The company selected ADSI's Pack-IT and Ship-IT™ software and ConnectShip® multi-carrier shipping technology to be integrated with the company's new MICROS-Retail order management system. "This gave us a seamlessly integrated order and shipping solution that would accommodate our growth," said Huffman.

Now, there is no time wasted with manual data entry and data file exports:

- Order data is automatically sent from the order system to Pack-IT.
- The staff uses Motorola scanners to scan and verify line items as they pick.
- Packers capture and validate each line item by UPC and quantity shipped.
- Pack-IT automatically detects duplicate or incorrect items being packed and it tracks back order status and adjusts inventory automatically.

Once the order is complete, it is processed for shipping according to the business and carrier selection rules embedded into Ship-IT. Each pack station is also outfitted with Zebra ZM400 label printers to produce shipping labels once orders are closed out. Pack-IT and Ship-IT are now installed on 20 packing stations throughout the warehouse.

The new process has delivered greater speed and accuracy:

- The company has reached an outbound order accuracy rate above 99.9% on a volume of 60 orders/hour per station.
- By eliminating manual interruptions in the workflow, the company can respond to customer service needs right up to the point of shipment.

### BENEFITS:

- Improved order fulfillment accuracy to 99.9%
- Increased flexibility and visibility by eliminating manual processes
- Reduced training time from hours to minutes
- Instantly strengthened negotiations with carriers
- Reduced per package costs by 5-10%



## MULTI-CARRIER SHIPPING DRIVES BETTER FREIGHT RATES

Legendary Whitetails uses small parcel carriers, the U.S. Postal Service® and shipping consolidators for delivery, all maintained on Ship-IT. This multi-carrier system approach has delivered immediate payback in carrier negotiations. "When you're dealing with an arbitrage rate shopping system it's fairly cut and dried as to who is going to deliver the package," he said, "If you can compare similar service levels between carriers, you force them to compete on price and get creative, so they come to the table with their best rate."

Huffman also likes the ease with which he can add new carriers. "For example, when we wanted to add a new carrier like Newgistics, it was no problem at all. It was cost-effective to do, making it a slam-dunk to make this kind of decision," he said.

## RAPID RAMP-UP WITH MINIMAL TRAINING

ADSI's solution has also reduced training time. "We rely heavily on seasonal labor so we need a system that allows for a very quick learning curve," said Huffman.

*"With Pack-IT, we can train staff in a matter of minutes. We've now established metrics we know the packers can meet, and we can evaluate them in a very short time."* — Ben Huffman

## SMOOTH IMPLEMENTATION AND BUILT-IN REDUNDANCY

Huffman wanted ADSI's system to go live in conjunction with the new order management system. ADSI delivered. "We went from a signed contract to 'live' in 10 weeks, but I am confident we could have done it in half the time if it had been necessary," he said.

Huffman also likes the systems redundancy he now has. "Most companies have one or a few manifesting stations installed at the end of the line. If one goes down, it can have a big impact on capacity," he said. "With the ADSI pack/ship model, you add all these levels of redundancy, so if one of these stations goes down, we only lose 5% of our capacity instead of 50%."



*"We are no longer limited to the traditional manifesting station model used by many companies. Now, employees can pack and ship from any workstation."*

— Ben Huffman,  
VP of Operations



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