



"We don't just invest in technology. We invest in partners with the expertise to help us achieve our mission. For us, Ascent Warehouse Logistics and Sendflex were the perfect partners to collaborate with us on our next phase of growth."

Dave Roth, COO, Chef Works



## Ascent Warehouse Logistics and Sendflex Help Chef Works Optimize Control Over Shipping Processes

**Chef Works needed more control over its diversified final mile fulfillment processes. Sendflex and Ascent Warehouse Logistics delivered.**

Visitors to Chef Works' distribution center are immediately impressed by the advanced material handling automation in place. Powered by their Ascent Warehouse Logistics (AWL) platform, orders are fulfilled swiftly and accurately, aligning with Chef Works' mission to achieve the highest level of customer satisfaction with continuous improvement.

However, with the growth of eCommerce, supply chain processes have become more complex. Increasing customer demand for on-time delivery options has fueled the need for diversified carrier services. Cost-effectively determining how, when, and where to use these services is complicated and requires a level of flexibility and automated decision-making that was beyond the capabilities of Chef Works' legacy shipping system.

AWL recommended its trusted partner Sendflex to replace Chef Works' legacy shipping systems in both their US and Canada distribution centers. Sendflex's seamless integration with Ascent was the perfect recipe for Chef Works' success.

### Chef Works Case Study



## COMPANY OVERVIEW

Chef Works is a global leader in culinary and hospitality apparel. Their mission is to empower, honor, and serve those that serve others. They support over 75,000 customers in the US and Canada including some of the largest hospitality organizations in the world.

Chef Works strives to make the customer experience and satisfaction level the top priority for everything they do to consistently improve.



## CRITICAL ISSUES

- Inability to easily define and change diversified carrier service selection rules.
- Inability to easily adapt shipping account billing processes.
- Poor legacy shipping system support and resolution times.
- High cost of legacy shipping technology ownership

" I have had a great working relationship with the leadership at Sendflex for many years. I knew I could count on them to quickly solve problems for our valued customer, Chef Works. And they delivered, as they always do!"

Stan McLean, VP Sales,  
Ascent Warehouse Logistics

Sendflex is a parcel transportation management system (TMS) designed to help shippers address the complexities that have arisen in the fast-paced world of eCommerce. Sendflex provides logistics managers with more control over how, when, and where to use diversified carrier services within omni-channel fulfillment networks.

### Sendflex Automates Carrier Service Selections and Account Billing Decisions in the US and Canada

Sendflex implemented a process where Chef Works personnel scan bar codes affixed to cartons. Sendflex accesses order data from AWL. Multi-carton orders are monitored to assign appropriate carton counts.

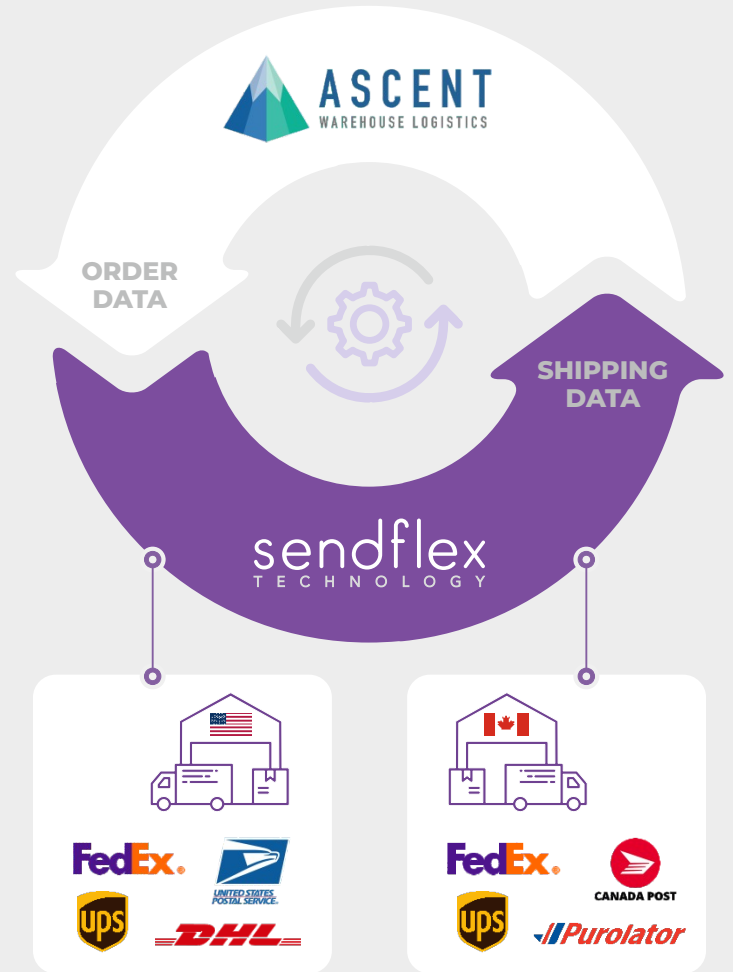
In the Poway, California distribution center, Sendflex applies business rules that determine which carrier services to use among FedEx, UPS, USPS and DHL. In the Ontario, Canada distribution center, a different set of rules are applied to UPS, FedEx, Purolator, and CanadaPost services. Sendflex calculates shipping charges for the optimized carrier service and books the shipment, printing the appropriate carrier label for the carton, including multiple carton orders (1 or 3, 2 of 3, etc.) when indicated. Minimal operator intervention is required.

Sendflex also prints customs compliant documentation for international shipments, including commercial invoices and Shipper's Export Declarations.

Sendflex then updates AWL with shipping charges and tracking information. Sendflex applies rules for how shipping charges should be billed and to what accounts based on ship via, destination and origin factors.

### Sendflex Provides Chef Works With Timely and Responsive Support

"It has been really easy to work with the Sendflex team. They listen, communicate well, and know what they are doing based on their years of experience. We are looking forward to a long-term partnership," said John Perez, Distribution Manager, Chef Works.



### KEY BENEFITS:

- Improved shipping costs control, accuracy
- Reduced labor costs, training time
- Cost-effective packing
- Intelligent rate markups
- Reduced IT and programming costs
- Increased flexibility, agility