**sendflex** TECHNOLOGY

**NRS**

# Sendflex Technology Partners Help NRS Control Shipping Costs & Protect Margins

**National Roper's Supply (NRS) markets a wide range of animal health, horse tack, western apparel and footwear tailored to the North American Professional Rodeo market.**

As their B2C volumes grew and network of carrier delivery services expanded, NRS logistics managers realized that to protect their margins they needed to improve their parcel decision intelligence within their digital storefront, fulfillment, and shipping processes.

NRS' existing shipping system automated multi-carrier label printing but required hard-coded programming to automate cost-effective carrier service selections, packing, rate markups, and delivery commitments. Rule changes were expensive, inflexible, and took a long time to implement.

Lack of control over business rules made it hard to accurately calculate rates and times in transit in their Shopify storefront. Uncontrolled packing in fulfillment led to unexpected dimensional weight adjustments in carrier invoices, as well as wasted corrugate and packing material. Inability to predict delivery times made it hard to make and keep customer delivery promises.

After investigating various alternatives, NRS selected Sendflex to integrate their parcel transportation management system (TMS) with NRS' Deposco WMS platform, as well as with their Shopify storefront. Today, Sendflex provides NRS logistics managers with all the flexible controls they need to enforce intelligent decisions from order to invoice, and then quickly change rules as business conditions change.

## COMPANY OVERVIEW

After 30 years of industry leadership, NRS and its staff of 300 employees operate out of four retail locations, including a 90,000 square foot megastore in Decatur TX.

## CRITICAL ISSUES

- Inability to change diversified carrier service selection rules

- Inability to accurately calculate shipping costs in digital storefront

- Inconsistent packing disciplines and ineffective cube utilization

- Inflexible rate markups

- No automated customer shipment status communications

- High cost of shipping technology ownership

> "With Sendflex's integration with our Shopify storefront, Deposco WMS, and Paccurate, we can control shipping costs and margins with much greater accuracy."

*Brent Allison, VP eCommerce*

Sendflex parcel TMS is designed to help shippers address the many complexities that have crept into the fast-paced world of eCommerce. Sendflex enables logistics managers to quickly configure instructions that determine how, when, and where to cost-effectively use diversified carrier services.

Best of all, Sendflex parcel TMS does more than just automate parcel and LTL carrier decisions during the shipping process. Sendflex protects shipper margins by more accurately calculating carrier rates, while avoiding unnecessary costs during upstream digital storefront, order allocation, packing, and fulfillment processes.

### Sendflex and Paccurate Optimize Packing and Carrier Service Selections in Digital Storefronts at High Speeds

Calculating accurate shipping costs in digital storefronts begins with determining the most shipping-cost-effective way to pack an order. Sendflex parcel TMS and Paccurate's packing intelligence engine make it easy for NRS logistics managers to configure and apply instructions to instantly determine optimum cartonization results, based on carrier DIM factors, SKU attributes (weight, dimensions, shape), and other factors.

Once Paccurate returns carton weights and dimensions, Sendflex's in-platform optimization engine calculate rates and estimated delivery times for NRS' parcel and LTL carriers, including UPS, Surepost, USPS, DHL, Estes, and SAIA services. Sendflex high performance engine (20,000 rates, ETDs, and instructions per second) satisfies NRS' customer need for eCommerce speed.

NRS also uses Sendflex freight markup and other carrier service selection instructions to protect their margins during their customers' online purchasing process.

### Sendflex and Deposco Integration Enforce Shipping Cost-Effective Decisions During Fulfillment Processes

Many legacy WMS ignore transportation costs during fulfillment. Deposco developed a Bright Socket connector to Sendflex and Paccurate to enhance their cubing functions during NFS' pack-out process to take shipping costs into account. This integration minimizes unexpected dim weight adjustments in carrier invoices, as well as corrugate and fill material.

Once packed, Sendflex weighs, reinforces routing rules, and prints labels for parcel carriers and bills of lading for LTL carriers.

### Sendflex Shifts Business Rule Controls from IT and System Integrators to Logistics Managers

With no-code, configurable instructions, NRS logistics managers don't need to engage expensive IT resources to get the optimization results they need to control costs.

For example, NRS managers can fine tune how free vs. delivery charge options are presented to customers based on SKU, order values, weight breaks, customer type, and other factors. Shipping and handling fees may include markup instructions. Destinations requiring LTL liftgate services are automatically marked up to cover additional handling fees.

Oversized and animal health product routing rules, which were once difficult and expensive to change, can be easily adjusted by SKU in minutes, not weeks. For example, animal health products requiring cold chain services are automatically routed to express services.

In addition to the improved outbound cube utilization, shipping costs savings, NRS' throughput has increased, processing more shipments in a shorter period of time.



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## 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