



WSI Case Study



Sendflex Helps Major 3PL Control Parcel Costs and Improve Margins with Decision Intelligence

WSI avoids margin erosion by using Sendflex TMS to optimize carrier service selections and parcel billing processes.

WSI is one of the top 20 largest 3PLs in America. Their network includes 32 facilities, including 8 DC's with over 13 million square feet of public and private warehousing in operation.

As eCommerce fulfillment grew, WSI realized that parcel management complexity was increasingly becoming a headache for shippers. Cost effectively selecting services across diversified parcel carrier networks, cartonizing orders, tracking shipments, processing returns, and handling all the intricate logistics of final mile delivery requires real expertise. WSI mission is to help customers overcome complexity.

But WSI's legacy parcel shipping technology was not up to the complexity challenge. Hard-coded business rules made it expensive and difficult to achieve in an increasingly dynamic marketplace. When WSI reached out for help, Sendflex answered the call.



COMPANY OVERVIEW

Based in Appleton, WI, WSI is one of the largest privately held logistics companies in the U.S., spanning a nationwide distribution network with global logistics reach.

WSI strives to develop relationships that are collaborative and trustworthy. At the core of this value is the belief that integrity must never be compromised. They expect their business partners to operate according to these same high standards.



CRITICAL ISSUES

- Poor legacy shipping system uptime and scalability, high cost of ownership
- Inability to easily adjust parcel "sell rates" negatively impacting sales.
- Inaccurate customer invoicing due to post-shipment carrier surcharges.
- Eroding margins due to widening expected vs. actual carrier cost gap.

"We needed a new, more reliable, and flexible parcel platform in place before peak season. Sendflex vastly exceeded our expectations. They had us up and running, integrated with Manhattan's WMS in 30 days."

Peter Davis,
VP, General Manager,
WSI Fulfillment

Sendflex is a parcel transportation management system (TMS) designed to help 3PLs cost effectively manage the complexities that have arisen in the fast-paced world of eCommerce. Sendflex provides logistics managers with more control over intelligence parcel carrier selection, billing accuracy, and margin management.

Configurable Optimization Instructions Automate Carrier Service Selections Based on Complex Variables

Because Sendflex is a Manhattan MVP partner with a pre-built WMS connector, Sendflex was able to quickly implement and operationalize automated parcel routing and shipping processes in multiple WSI's distribution centers.

With Sendflex's optimization engine, WSI business users can easily configure no-code decisions intelligence throughout the fulfillment process in minutes instead of the weeks of expensive programming required with their former legacy shipping system.

For example, WSI has configured various instructions to override carrier service selections based on customer preferences, shipping weight, delivery location (PO Boxes, FPO/APO, extended delivery, etc.) and special services. Hazmat shipments now default to ground service. International services selections and paperless commercial invoices are configured according to destination country.

Rate Markups and Account Billing Instructions Improve Margin Management

Using Sendflex optimization instructions, WSI also has a lot more control over carrier buy/sell rate markups at a granular level, including fuel surcharges and other special services. WSI can direct the system to override carrier billing accounts based on customer type and other variables.

Sendflex Provides WSI With Reliable, Timely and Responsive Support

Sendflex's cloud-native, microservices architecture automatically scales to meet peak season performance requirements.

"We have so much confidence in the Sendflex TMS platform and the people behind it. They are customer-focused and work hard to get the results we need to success. Reliability and accountability are very important values to us and our customers. We know we can count on Sendflex to deliver." said Sebastian West, VP IT, WSI Fulfillment.



KEY BENEFITS:

- Diversified carrier network
- Increased agility with business rule control
- Ability to adapt to customer preferences
- Reduced margin erosion
- Reduced cost of ownership

