BARPRODUCTS.COM ELIMINATES 75% OF SHIPPING LABOR

WITH BETTER VISIBILITY AND FEWER ERRORS

BarProducts.com is a classic American ecommerce success story starting back in 1995 when Mark Hastings launched the company out of his home. Back then the business had only one product, but the founder had experience in the bar and service industry and a vision of tapping into fast-growing ecommerce opportunities. More than 20 years later and BarProducts.com has grown to distribute from multiple warehouse locations, manufactures most of its own products, and offers a broad lineup of more than 10,000 items including

"Pacejet revolutionized the way we manage shipping by consolidating all of our carriers, rules, and data in one system. We can rate-shop to quickly find the lowest cost shipping method, and easy NetSuite ERP integration eliminates human errors. Pacejet also provides shipping data we've never had before for transparency that helps us improve fulfillment and customer service."

Joey Rosati, Operations Manager, BarProducts.com

BarProducts.com
www.barproducts.com

bar supplies, bartending tools, custom gear, serving & hospitality products, and more. BarProducts.com has also recently enjoyed success by supporting and providing many products for the hit show Bar Rescue on Spike TV.

Challenges

- More customers expect free or low cost shipping, cost is more important than ever

- Finding the lowest cost shipping service was labor intensive with multiple software apps

- Shipping data was entered multiple times, error-prone, and not captured in the ERP

- No record of items in containers increased incidents of lost items, complicated tracking

Solution

Pacejet Enterprise Shipping for NetSuite

Results

- Eliminated 75% of labor by consolidating all carriers and rate-shopping in one system

- For orders received by 2p.m., customers can have tracking numbers in their inbox by 5p.m.

- All shipping data is recorded in the ERP with simple and complete NetSuite integration

- Better customer service with tracking of who packed, who shipped, and items in each box

- Fewer human errors with one complete system instead of multiple software apps

Challenges of Multiple, Separate Software Systems

As more online customers have grown to expect free or low cost shipping and tough competitors like Amazon entered the market, BarProducts.com maintained their competitive stance by rate-shopping manually to find the best shipping prices and using multiple shipping software applications to process orders. Ultimately the company ended up with about a dozen different software applications, process gaps, missing data, and a lot of manual work to keep up with growing order volumes. Without clear visibility of items shipped in boxes and with no centralized shipping data, customer service also struggled to keep up with customer tracking requests.

One System, Rate-Shopping, Better Data

BarProducts.com chose Pacejet Enterprise Shipping for NetSuite as part of a new growth strategy to implement a cloud-based ERP system across the company. Pacejet manages all of the variables that determine shipping cost, captures all shipping data, and automates all the rate-shopping and shipping for all carriers in one, consolidated system. Easy NetSuite ERP integration eliminates duplicate data entry, speeds rate-shopping and shipping processes, and captures a

detailed record of all shipping activities for analysis. The Pacejet system also captures what products shipped in each box as well as who packed and shipped every order.

Results Include Lower Costs and Better Service

By implementing Pacejet, the BarProducts.com team was able to reduce shipping labor costs by 75% with better visibility and fewer errors. For orders received by 2p.m., customers have a tracking number in their inbox by 5p.m. Automatic rate-shopping helps BarProducts.com find the most competitive shipping methods for every order to keep customer costs low. Central shipping records, built-in tracking, and automatic email notifications help customers easily track shipments and customer service respond quickly to customer requests. And clear visibility of the products that shipped in each box, who packed each box, and who shipped which orders helps the entire team keep improving service-levels and reducing errors.

BAR PRODUCTS.COM

Company Snapshot

Company: BarProducts.com

Location: Largo, Fla.

Industry: Ecommerce

ERP: NetSuite

Pacejet

Partner Name: Pacejet

Location: Columbus, OH

Pacejet Enterprise Shipping for NetSuite is a cloud shipping platform and carrier network, connecting a real-time network of LTL, Parcel, 3PL carriers directly within NetSuite to deliver a complete, enterprise-class multi-carrier shipping solution. NetSuite users run Pacejet to quote, rate-shop, pack, ship, track, bill, and automate shipping with reduced costs, improved service, and increased efficiency.