

ProShip Helps Barrett Distribution with E-commerce Growth

Challenge

In today's on-demand, e-commerce world, transactions are completed in the blink of an eye. From the moment an order is placed online to final delivery, customers expect a high level of speed and accuracy, making each shipping decision critical.

When Barrett saw its customer base starting to shift from mass retail brick and mortar sales to online e-commerce stores, the 75-year-old third-party logistics provider leveraged ProShip to become a player in e-commerce fulfillment.

With 12 distribution facilities across the U.S. and more than 2.1 million square feet of state-of-the-art warehousing capacity, Barrett serves over 100 customers in an array of industries, from fast-moving consumer goods, to highly demanding automotive parts and online retail markets. To boost productivity, reduce costs and improve customer service, Barrett turned to ProShip.

"With ProShip, we are able to compete in that omni-channel segment, allowing us to fulfill high volumes of product and orders that come through for our e-commerce customers," said Tim Barrett, Chief Operating Officer of Barrett Distribution.



We would not have been able to grow as quickly as we have without the support of ProShip. I would recommend ProShip without hesitation to my peers.

ART BARRETT
PRESIDENT
BARRETT DISTRIBUTION

Solution

As the orders roll in, Barrett is able to make the right shipping decisions when time is of the essence. With just a simple scan, ProShip works behind-the-scenes to determine the best rates, the right shipper and the most effective mode of transportation to get the product out the door.

"When our customers run social media promotions, whether it's on a Monday, the last week of the month, the last week of the quarter, or whenever there are spikes in volume, ProShip has been a huge factor for us in terms of being able to handle that volume. We can now get those packages out the same day," said Tim Barrett.

Not only has ProShip allowed Barrett to increase its processing speeds during peak shipping times, it has also helped the

logistics provider stay true to its customers' brands throughout the order fulfillment process. Integrating with its warehouse management software (WMS), Barrett uses ProShip to create customized logos, packing slips and integrate with its customers' e-commerce sites. It also provides shipping documentation for domestic and international shipments that enables Barrett and its customers to monitor package status and tracking numbers, streamline the returns process, and navigate through customs. Using this simplified approach, all the packer needs to do is scale the package, print the label and the shipment is on its way.

"Due to the flexibility, carrier selection and the ability to offer our customers integration options for their e-commerce sites, we can actually handle all aspects of the e-commerce life cycle, both



the initial outbound shipment as well as any potential reverse logistics that may occur," said Doug Varga, Senior Manager, Information Technology for Barrett Distribution.

Revolutionizing Barrett's customer service functions, ProShip saves time on commercial invoicing and processing, as well as helps optimize compliance paperwork for the company's diverse customer base.

"ProShip allows us to meet a variety of compliance goals as we work to service a number of very different vertical markets. Whether we're looking at apparel and footwear or hazmat compliance, we are able to seamlessly meet the unique requirements of each segment," said Varga.

These same efficiencies have also come into play as Barrett increases its international shipping presence.

"We're also shipping international orders with the ProShip system, which allows us to effortlessly integrate international compliance



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DOUG VARGA
SENIOR MANAGER, INFORMATION
TECHNOLOGY
BARRETT DISTRIBUTION

paperwork. This has saved our customer service reps a lot of time as we're now able to push a lot of that paperwork into automated processes that are executed seamlessly between ProShip and our WMS," explained Art Barrett, President of Barrett Distribution.

Results

Since Barrett brought ProShip online in 2009, the company has been able to double the number of its facilities from less than six to 12. "We would not have been able to grow as quickly as we have without the support of ProShip," said Art Barrett. "I would recommend ProShip without hesitation to my peers."

As Barrett continues to grow and expand its omni-channel and e-commerce operations, one thing will remain the same: ProShip will continue working hard behind-the-scenes to keep everything flowing.

"ProShip does what it needs to do. We ship exponentially more packages than we were able to previously. We don't have to think about it," said Diane Alfred, Customer Service Manager for Barrett Distribution.



ProShip, Inc. Overview

ProShip, Inc., a Neopost Company, presents specialized shipping solutions for businesses requiring a single, enterprise wide global software application for mid to high volume shipping. The ProShip® Product Suite is an industry leading multi-carrier parcel/LTL shipping solution. ProShip supports a range of industries including consumer products, retail, healthcare, e-commerce, manufacturing and distribution and fulfillment.

Barrett Distribution Overview

Established as a single warehouse in 1941, Barrett Distribution has grown into a privately owned network of more than 2.1 million square feet of state-of-the-art warehousing capacity, strategically located across the U.S. The company's high-performance teams serve more than 100 customers in an array of industries, from fast-moving consumer goods, to highly demanding automotive parts and online retail markets. For more information about Barrett, please visit www.barrettdistribution.com.

Contact us today for more information or to schedule a demonstration!

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