

An Omnichannel Fulfillment Story.



“The addition of ProShip will provide us a more robust solution offering elevated levels of distribution efficiency, carrier integrations and quality support — helping us exceed customer expectations.”

- RYAN OSTROM, CHIEF BRAND OFFICER, GNC

REQUIREMENTS

- Compatible with enVista Enspire Order Management System (OMS) and Blue Yonder Warehouse Management Systems (WMS)
- Ship-from-store functionality
- Increase shipping efficiency
- Cost reduction

CHALLENGE

GNC focuses on delivering high quality, innovative products to their customers, and their previous e-commerce shipping functionality wasn't scaling to keep up with the expectations of its omni-channel customer base. GNC needed a scalable solution, initially being implemented in three US-based distribution centers and adding ship-from-store functionality in over 400 GNC retail locations in the future, tapping into their existing brick-and-mortar inventories.

In addition to these goals, the solution needed to integrate seamlessly with the company's existing enVista Enspire OMS and Blue Yonder WMS. Determined to meet and exceed their customers' expectations, GNC chose ProShip, who most clearly met their capability, reputation and support expectations.

SOLUTION

With the addition of ProShip Multi-Carrier Shipping Software, GNC is able to successfully utilize their distribution centers (and soon physical stores in phase two), bringing inventory closer to their customers while decreasing shipping costs.

The solution also gives GNC more control over their carrier operations, even providing them the

3 US-based Distribution Centers and 8,000+ store locations



50 Countries

enVista and JDA integration

GNC'S BENEFITS

- Seamless integration with its existing enterprise technology stack
- Advanced Date Shopping allows GNC to enforce a customer expectation in a more cost effective way
- Carrier compliance for domestic and international shipments
- Scalable ship-from-store capabilities for select locations
- Improved shipping reporting
- Increased Amazon MFN control and functionality
- Improved security by transmission protocol modernization

ability to void Amazon labels within the platform and the option to manually produce labels as an Amazon Merchant Fulfilled Network (MFN) backup to prevent peak season downtime.

Due to ProShip's reporting features, GNC is able to run shipping volume reports and even prompted the wellness company to investigate possible inefficiencies, like suspicious increases in DC's shipping out next-day air.

