



# Case Study

## **Customer**

DCI Marketing  
2727 Good Hope Road  
Milwaukee, WI, 53209



## **Company overview**

For more than 50 years, DCI Marketing (DCI) has been an industry leader in providing Fortune 500 clients with award winning integrated marketing programs designed to strengthen retail brand image, promote customer loyalty and increase sales for America's premier companies.

## **Situation**

DCI ships promotional products via parcel and LTL carriers out of two Distribution Centers located in Milwaukee, WI. Their TMS vendor had been unable to establish integrated processes with DCI internal systems, forcing personnel to manually input address information and update orders with shipment costs and tracking information. Bills of Lading were hand written.

DCI frequently shipped hundreds of identical products or the same weight via the same carrier services to individual recipients. Each shipment was processed manually as DCI was unable to batch process shipments in "Groups".

### **Situation Summary**

- Lack of host system integration
- Manual processes in place
- Inefficient shipment processing
- Lack of cost-effective decision support
- Limited visibility, financial control, & analytics
- Inability to efficiently track shipments

In addition, many orders were not "shipped complete". During the fulfillment process, warehouse personnel had to access the order management system to note exceptions for line items not included within the shipment. Tracking shipments was a tedious process, requiring searches on the ERP system and carrier web sites.

Finance lacked controls necessary to track transportation costs against promotions. Anticipated costs were often very different than actual costs charged by the carrier, due to the variability of accessorial fees and surcharges. Office personnel used carrier provided shipping systems and web sites to express ship material to clients and other DCI employees without any budgetary control or authorization processes. This made transportation cost accountability, cost recovery, and accurate determination of job profitability very difficult. Moreover, reconciling carrier bills was a time consuming task for accounts payable.

DCI became frustrated with their TMS vendor's lack of results and their ERP system vendor recommended that DCI contact Agile-Network to see if they could help reduce transportation costs and improve efficiency.

## **Capabilities Required**

DCI identified the following key system requirements:

1. Integration with their ERP system
2. One enterprise platform to automate and govern all shipment processing across multiple sites
3. One centralized database to accurately account for all transportation spend
4. Automate line item confirmation during the shipping process
5. Automate Group shipment processing
6. Automate Bills of Lading generation
7. Automate Desktop Shipment Requisition and authorization processes
8. Empower DCI personnel to track and drill down on customer, shipment, and delivery status
9. Streamline fulfillment with automated shipping, future shipment processing, and tracking
10. Control transportation profitability with service selection, accurate job costing, and reconciliation

## Solution

Agile-Network, LLC, is a nationwide organization of logistics systems integrators who specialize in enterprise deployment of integrated shipping processes. Agile-Network's west coast office, Agile/Pacific Inc. (Agile), had successfully worked with DCI's ERP software vendor on several other occasions. Agile implemented AgileElite, a suite of enterprise logistics management solutions that exceeded all of DCI's expectations.

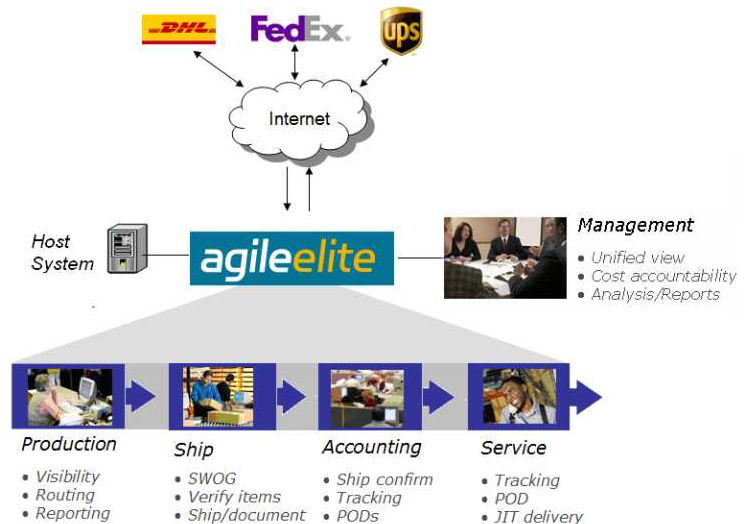
Agile deployed AgileElite on a single server, behind a firewall in DCI's IT center in Milwaukee. Authorized users from anywhere on the DCI corporate network are now able to access AgileElite solutions using a standard Internet Explorer browser. Agile used AgileComposer to adapt role-specific processes for personnel in order entry, shipping, finance and customer service. All employees share a single view of the most up-to-date transportation activity and costs.

Both DCI distribution centers process both parcels and LTL shipments from a single, simplified user interface. AgileShip accesses order information and line item detail from DCI's ERP system, enabling operators to note any orders shipped incomplete. AgileShip automates weighing, rating, routing, and carrier compliant label and Bills of Lading processing. AgileShip confirms shipments with accurate carrier rates, including likely accessorial charges and writes those back to the ERP system.

Authorized office personnel are able to print shipment requisition forms from their desktops as well as track shipments. With one shipping database for all locations and users, Finance personnel are able to generate consolidated management reports to analyze profitability, reconcile carrier invoices, and take action on any variances that appear.

### Key Benefits

- One platform, multiple locations
- Host System Integration
- Elimination of manual data entry
- Elimination of manual document preparation
- Consolidated shipment data
- Group Shipping process
- Transportation cost control
- Improved efficiency, error reduction
- Improved customer service
- Enterprise visibility & control
- Profitability analytics



## Results

"Prior to our purchase of the Agile Pacific solution our shipping system was not integrated with our ERP system. We selected AgileElite because of its flexibility and the underlying architecture. The integration is now seamless with our ERP system and in the end we saved over 20% in labor in our Customer Service and Accounting Departments." -Jim Hoefgen, CIO DCI Marketing

### For more information:

Agile-Network  
Offices Nationwide  
Call toll-free: 866-686-AGILE  
Visit our website at:  
[www.agile-network.com](http://www.agile-network.com)

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