



Keeping the pages turning at Rockpoint Logistics

COMPANY SNAPSHOT

Rockpoint Logistics provides warehousing, kitting, fulfillment and distribution services to the specialty publishing industry.

Employees	250
Location	300,000 SqFt Facility
SKUs	Over 1 Million Books & DVDs
WMS Integration	JDA Red Prairie
Daily Shipments	8,000 Parcel

SOLUTION

Agile Network deployed multi-carrier, transportation management system, AgileShip to automate RockPoint Logistics' entire shipping operation.

RESULTS

AgileShip streamlined fulfillment, reduced labor expenditures and cut overall transportation spend by 3%.

3%
SAVINGS



For specialty publishers like universities, professional groups and trade organizations, the prospect of printing, stocking and shipping individual titles is inefficient if not outright impossible. However, their buyers, including schools, bookstores and consumers themselves, still expect rapid fulfillment of orders. Bridging this gap is RockPoint Logistics, which stocks and distributes more than 1 million books, DVDs and other material for hundreds of specialty publisher clients. Faced with an aging parcel shipping system and limited carrier selections, RockPoint Logistics sought Agile Network to completely revitalize their shipping and transportation management operations. Among other specifications, RockPoint Logistics required the new AgileShip solution:

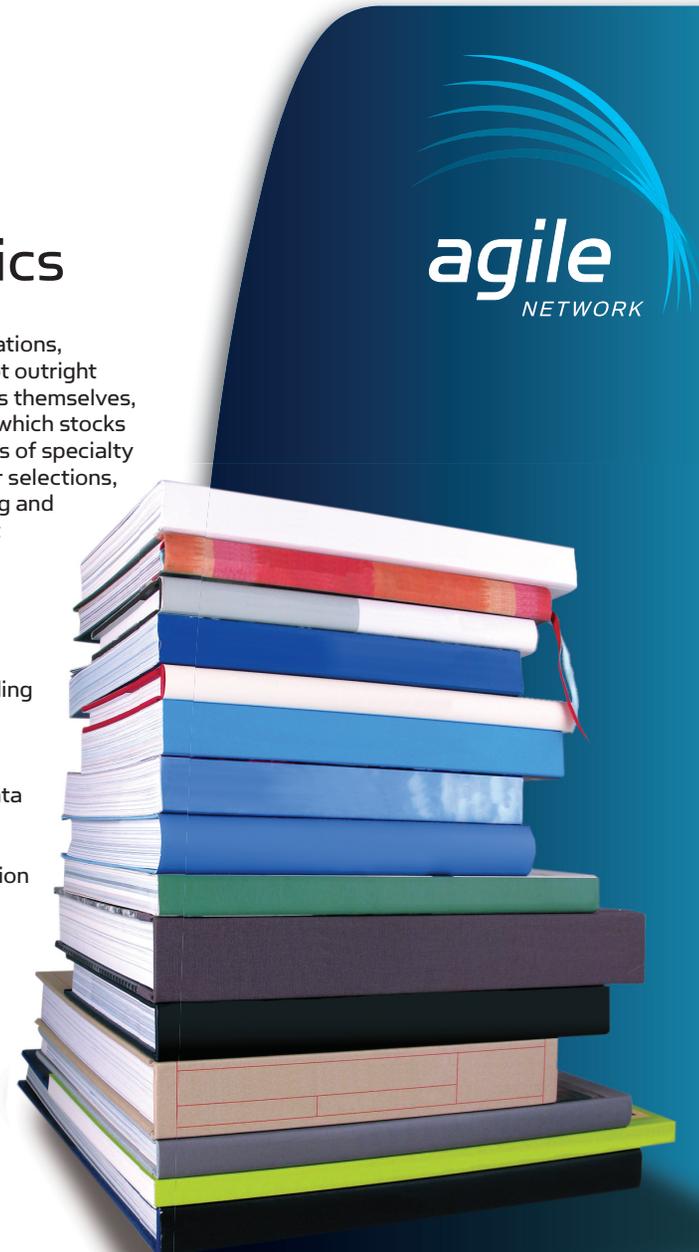
- Integrate to their JDA Red Prairie WMS with an embedded interface that seamlessly generates combination pick-list/shipping labels
- Provide real-time rating and routing access to cheaper carrier services, including UPS Sure Post, FedEx Smart Post and those provided by On-Trac, Lasership and Eastern Connection, among other regional operators
- Automatically audit and reconcile carrier invoices against original manifest data to cut erroneous accessorial fees, and ensure proper application of discounts

Agile Network began with its trademark 360^o Assessment to identify optimization opportunities then deployed multi-carrier AgileShip to automate RockPoint Logistics' entire fulfillment process. The new solution now verifies package contents, instantly calculates the best carrier option, and helps streamline the daily execution of more than 8,000 parcel shipments. AgileShip now also provides real-time access to transit status, proof-of-delivery, and management reports, including carrier performance and invoice reconciliation credits.

With a more efficient fulfillment process and access to Agile Network's value-focused carrier base, RockPoint Logistics immediately realized a 3% reduction in overall transportation spend. RockPoint Logistics also realized significant savings in IT and Account Management labor due to the maturity, expert integration and reporting capabilities of the AgileShip platform.

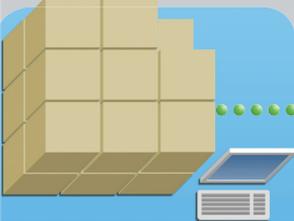
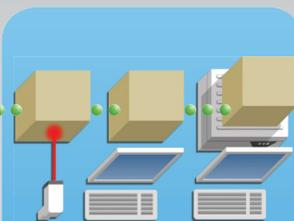
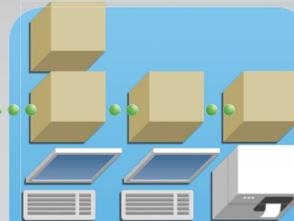
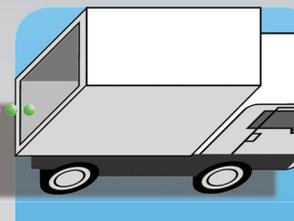
“Agile Network gave us the flexibility to add new UPS services and bring FedEx into the fold. With multi-carrier options, including Mail Innovations and SmartPost, we’re saving money and providing customers with better delivery options.”

Jake Putzler, Director of IT



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AGILE NETWORK COMBINED TECHNOLOGY, SERVICES AND OPTIMIZATION TO GENERATE SAVINGS ACROSS THE SUPPLY CHAIN

	RATE SHOP	ENHANCED FULFILL	SMART SHIP	VISIBILITY	AUDIT / PAY
BUSINESS CHALLENGE	Rockpoint Logistics was motivated to provide their customers with a greater number of delivery options.	Rockpoint Logistics wanted to streamline fulfillment by combining the pick-list and shipping label.	Rockpoint Logistics wanted to reduce overall transportation spend by adding new carrier services, including UPS Mail Innovations and FedEx Smart Post.	Rockpoint Logistics wanted to increase customer satisfaction with real-time delivery status updates.	Rockpoint Logistics wanted to reduce erroneous accessorial charges and ensure contracted carrier rates.
AGILESHIP TECHNOLOGY	 <p>AgileShip provides Rockpoint Logistics with real-time rating and routing options from multiple carriers during the order entry process.</p>	 <p>AgileShip generates combination pick-list and shipping labels to ensure accurate fulfillment, minimize paper waste and streamline packing.</p>	 <p>AgileShip automatically validates addresses, verifies pack content, calculates DIM weight, consolidates shipments, and tenders manifest data to carriers.</p>	 <p>AgileShip provides tracking, tracing and proof-of-delivery data, including access to real-time status updates.</p>	 <p>AgileShip automatically reconciles all carrier invoices against original manifest data and contract rate tables. AgileShip also provides carrier performance and transportation planning data.</p>
AGILE SERVICES	Agile Network enabled 100% compliant access to carrier services, including, UPS, FedEx, DHL and others.				
AGILE OPTIMIZATION	Agile Network professionals matched carrier services to customer needs.	Agile Network professionals helped Rockpoint Logistics reduce time and fulfill orders.			
POSITIVE RESULTS	Increased customer satisfaction with greater delivery options.	Reduced paper waste by 50% and minimized unnecessary labor.	Significantly reduced transportation spend across all fulfillment operations.	Instant access to real-time shipment status data.	Significantly reduced erroneous charges and greatly improved ability to monitor carrier performance.

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