

# CASE STUDY

## Driving Efficiency and Profitability with Automated Shipping

“In these economic times, Varsity’s shipping software has enabled us to be more efficient, remain profitable, and stay in the game.”

—NATALEE PUCHER, IT ANALYST



Ryan Herco Products is a leading distributor of fluid handling solutions. Its diverse product portfolio ranges from fittings weighing as little as one-fourth of an ounce to 20-foot lengths of plastic pipe and pump lift stations weighing thousands of pounds. Products are available for pickup at local distribution centers or shipped directly to industrial customers. On average, the company ships 750 parcels and 100 LTL shipments per day.

As a Mincron ERP customer since 1991, Ryan Herco has long benefited from streamlined efficiency across accounting, sales, inventory, warehousing, and purchasing. However, the company sought to bring that same level of efficiency to its distribution centers. “Each year, we pick one or two key IT projects that improve our profitability. In 2002, we focused on upgrading our shipping technology,” explains Pucher.

One priority was replacing 22 stand-alone carrier stations with a reliable, iSeries-based multi-carrier shipping solution integrated with Mincron. The company also aimed to gain better control over freight costs, improve customer profitability, and increase shipping accuracy and efficiency. Proven performance was the primary criterion when selecting a new shipping system.

“One of our vendors was very happy with their Varsity ShipSoft™ Parcel implementation,” notes Pucher. “We saw their warehouse

operations and were confident that Varsity would satisfy our requirements.”

To maximize the benefits of automated multi-modal shipping, Ryan Herco implemented Varsity ShipSoft™ Parcel and ShipSoft™ Freight. ShipSoft™ Freight automates carrier selection, LTL rating, routing guide compliance, and bill of lading generation, while ShipSoft™ Parcel streamlines and automates all parcel shipping processes.

### Simplified Shipping from Order Entry to Loading Dock

Orders are received via phone, fax, and web channels and entered into Mincron for processing, where the ship code is selected based on customer requirements. Orders are electronically transmitted to the warehouse, where items are picked from generated pick tickets. A warehouse associate enters the order number, and customer information, including name, address, freight terms, and shipping instructions, and is automatically retrieved from Mincron.

The package is placed on a scale, its weight is captured automatically, and the shipping label is printed. Both the Varsity

## COMPANY BIO



**Company Profile**  
**Ryan Herco Products**  
Burbank, CA  
[www.ryanherco.com](http://www.ryanherco.com)

**Industry**  
Industrial Parts Distributor

**Varsity Products**  
ShipSoft™ Parcel,  
ShipSoft™ Freight,  
ShipSelect, ShipAudit,  
FreightAudit

**Shipping Volume**  
750 parcels per day  
100 LTL per day

**Carriers**  
FedEx, UPS

**# of Shipping Locations**  
22

**ERP**  
Mincron Hardgoods  
Distribution

and Mincron systems are updated in real time, and shipping data is stored in Varsity's historical database. The result is a more efficient and accurate shipping process with reduced manual data entry.

## Cutting Shipping Time in Half While Improving Accuracy

By integrating ShipSoft™ with Mincron, Ryan Herco reduced shipping time by 50%. "Varsity has made it really easy to ship by eliminating the need to manually enter information," observes Corey Tonoian, Warehouse Operations Manager. "Our shipments are more accurate as well."

Prior to implementation, an estimated 4% of freight costs were not billed back to customers due to manual errors. Varsity has improved freight billing accuracy to over 99%, helping the company recover lost revenue and improve margin control.

Ryan Herco also reduced labor costs by redeploying shipping personnel to other operational tasks, further increasing efficiency across the warehouse.

## From Manual Tracking to Real-Time Customer Updates

Before implementing Varsity, responding to shipping inquiries required a manual, time-consuming process. Sales staff had to retrieve order files, look up tracking numbers, check carrier websites, and then relay updates to customers, a process that could take up to 20 minutes.

Now, they can press a single function key in Mincron to access Varsity's tracking screen and respond immediately to customer inquiries, dramatically improving responsiveness and overall customer experience.

## Gaining Control Over Cost and Lost Margins

Historically, Ryan Herco had limited visibility into accessorial charges such as residential delivery, address corrections, and oversized shipments. "When we compared Varsity's estimated shipping charges against our actual carrier bills, we realized we paid over \$100,000 a year in accessorial charges," observes Pucher.

Additionally, Varsity's historical database reporting tools enable Ryan Herco to evaluate customer profitability with greater accuracy by factoring in true shipping costs and discounts. This has helped the company gain greater control over freight discounting practices within the sales organization.

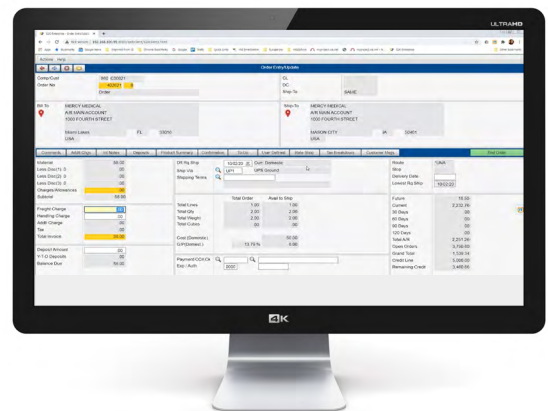
## A Strong Investment in Shipping Performance

"Varsity has been a very good investment," concludes Tonoian. "We plan to implement more Varsity modules, and further improve the profitability of our business."

# Take control of your shipping today.

Learn more about how Varsity Logistics can streamline your shipping operations, reduce costs, and empower your business with greater control.

[SCHEDULE A DEMO >](#)



[varsitylogistics.com](https://www.varsitylogistics.com)

Learn more **650.392.7979**  
or [sales@varsitynet.com](mailto:sales@varsitynet.com)