

W W Wood Products builds peace of mind with SendSuite Live software.

Client profile

W W Wood Products
www.wwwoodproducts.com

- Major supplier of custom cabinetry, wood moldings and cabinet doors
- Founded in 1977 in Dudley, MO, company operates in approximately one million square feet of combined manufacturing space
- Prides itself on its self-sufficiency and minimal reliance on outside sources for operations



Seeking a backup to in-house systems

W W Wood Products is known for its attention to detail and quality throughout the entire organization, from shop cleanliness up through the executive management level. The company's self-sufficiency extends to its in-house IT department, which is responsible for application development and networking services. "We want things to be done right, we want things to be done well, we want things to have a very clean, very correct implementation from start to finish, and that is partly why we do a lot of the work we do in-house versus outsourcing it," said Chris Wunderlich, Vice President of Information Technology.

Business challenge

The company also wants its IT capabilities to be able to react and adapt to business needs quickly, and it knew that its existing software was a limiting factor if a quick decision was required on which shipper was the best option.

Despite its comprehensive in-house capabilities, the company will enlist a third party when it realizes an opportunity exists to improve performance. "With the significant amount of development work we have in front of us," Wunderlich said, "we thought that it would be more beneficial to offload that to someone who knows shipping, the systems and all the intricacies. We wanted someone who could handle that side of it and give us an interface to our existing applications."

"We had a high standard that we aspired to maintain before and I think we are continuing to do that. SendSuite Live has allowed us to maintain that standard more easily."

—Chris Wunderlich, Vice President of Information Technology

Technology used

- SendSuite® Live software

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Solution

W W Wood Products selected Pitney Bowes SendSuite Live software because it integrated with the company’s existing logistics and shipping software, which is designed for orders that are sent via UPS or FedEx. SendSuite Live software is a scalable parcel and logistics management solution that allows shippers to compare rates from multiple carriers, enforce business rules throughout the enterprise, gain visibility into global shipping operations, and optimize and streamline retail shipping operations. A “black box” API (application interface) configuration custom-designed for W W Wood Products allows the company to utilize some of Pitney Bowes’ web services to send data requests without having to go into a specific Pitney Bowes graphical interface.

Because the company owns its own fleet of trailers and trucks for shipping large orders, SendSuite Live software is used when smaller or one-off shipments require using the third-party shipping services.

Benefits

A primary reason W W Wood Products selected Pitney Bowes, Wunderlich explained, was its name recognition in the shipping field. “We take such pride in making sure that we put the best product out for our customers,” he said. “So price was a minor concern compared to reliability and performance. At the end of the day, we really trusted the Pitney Bowes name.” Wunderlich explained how over time, Pitney Bowes has implemented new

capabilities, always following through to ensure everything worked. “Our customer service, account managers and technical engineering people have all been fantastic.”

Wunderlich also cites address correction and verification as a benefit. “We didn’t have any way to get our customer addresses from our system directly into the UPS World Ship Program. The shipping address verification capability is valuable because we would get billed additional charges by UPS if they had to do an address correction on the fly.”

The system has also proven to be cost-effective. “It would have cost us at least 50 percent more if we’d had to develop software with SendSuite capabilities ourselves,” Wunderlich estimates.

As the company’s needs continue to grow, it is using more of the capabilities SendSuite Live software offers and anticipates on relying on it even more in the future. Yet Wunderlich cites that simply having SendSuite Live software as a backup option “has been a huge benefit for us. We wouldn’t want to go back to not having those capabilities because we know that it would be a major effort to calculate shipping charges to our customers.

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