

Client Case Study

'This is the type of software I personally have been looking for, for over 15 years. Finally I am not locked into a transport company due to their hardware & software setup—but purely based on the service they provide and a good comparative rate

The Least Cost routing option of IFS SmartFreight® has taken the guess work out of which is the most cost effective carrier to use, saving Sunshades Eyewear 10% on an annual freight spend of \$750K

The Bi-directional interface to Pronto Xi allowing us to produce shipping documentation automatically at time of invoice has also saved us 30-45 seconds per consignment—we ship over 400 consignments per day'

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Summary

Key Objective:

One Transport Management System compliant with all transport providers present and future with the ability to integrate with in-house Pronto Xi Enterprise Resource Management System

Key Achievement:

Increased despatch efficiencies and major freight and labour cost reductions

Industry:

Leading Privately owned Australian eyewear wholesaler, distributor and licensee, focused on design, brands and customer service

Solution:

IFS SmartFreight® Enterprise

Provider:

Interactive Freight Systems

Integration provider:

Applied Business Technologies

Client Overview

Sunshades Eyewear is the largest privately owned Sunglass Company in Australia. The company was founded by Betty Lasse over 30 years ago in the garage of her home. Sunshades is now an established design house for Australian and Global brands including Orotan, Ksubi, Karen Walker, The Cancer Council to name a few. Operations are from a 3000sq ft DC based in Alexandria, in Sydney employing over 100 staff across AUS & NZ. Annual turnover is around \$32Mil supplying over 3 million sunglasses and optical frames every year.

Objectives

- The need to leverage greater savings and obtain better service levels from freight vendors
- Eliminate hand written or carrier based consignment creation
- Seamless bi-directional interface with in house ERP system Pronto Xi with the ability to on-charge freight costs to their clients accurately
- Achieving a realistic reduction in freight expenditure
- Effective and automatic Least Cost Routing capabilities including delivery lead times
- To quickly and accurately reconcile transport carriers invoices
- A rapid return on investment (ROI)

Solution

- Complete Bi-directional integration with Pronto Xi eliminating the double entry of data while maximising efficiencies through a complete Transport Management Solution

Achievements

- Annual freight cost savings of \$75K through Least Cost Routing
- Bi-directional seamless interface with Pronto Xi, ERP system automating picking, invoicing and despatching of freight
- A return on investment (ROI) measured in weeks
- Additional labour cost saving of between 17 - 25 hours per week



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