How APS Fulfillment Generated $250k of New Business in a Single Quarter with Extensiv

CASE STUDY

97%
DECREASE IN ORDER PROCESSING TIME

$40,000/YEAR
SAVED IN INTEGRATION COSTS

"Extensiv is the backbone for running our business. We're more efficient and competitive, and wouldn't be where we are today without them."

JACK LOMBARDI,
Director of Business Development, APS

APS Fulfillment is a product fulfillment facility in South Florida, U.S. They provide fast, flexible, precise, and cost-effective solutions for clients using turnkey, state-of-the-art technology.

HIGHLIGHTS

Challenges

- Growing their business
- Experiencing inefficiencies from manual operations
- Losing customers due to high integration costs

Solution

- Fueling all aspects of their operations with **Extensiv**
- Cutting the cost of integrating customers' fulfillment stacks
- Shipping orders same day
- Optimizing team productivity

Results

- **$250k** earned from new business in a quarter
- **97%** decrease in order processing time
- **$40,000** in integration costs saved in a year
- **98%** reduction in data entry errors

Challenges

Evolving and growing a customer-focused 3PL

APS Fulfillment is a trusted logistics partner for hundreds of ecommerce businesses across the U.S. In the decade since it was founded, APS has been on a fascinating journey.

As with most logistics startups, the early years threw up tough challenges. APS needed to move away from manual processes that diminished their productivity towards more efficiency and automation.

Director of Business Development, Jack Lombardi, explains, *"For our first few years in business, orders were submitted by email. Our team would log into the different platforms of carriers like UPS, FedEx, and USPS and type in orders manually. We had no tracking system in place. And there was no way to have tracking numbers pushed back to our clients so they could view what was happening."*

Without trusted, centralized visibility of stock levels, Averitt couldn't fully align with customers' needs, and faced costly interruptions to its workflows.

Constrained to 60 orders a day

Manually managing operations created inefficiencies. It took 30 minutes to process a single customer order, which limited the volume they could manage.

"We couldn't do any more than 60 orders a day because our processing speed was so slow," says Jack.

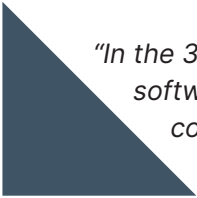Perhaps even more problematic, the risk of human error constantly loomed over them.

Jack explains, *"It was easy to miss orders on emails. Plus, we were seeing up to 10% errors from data entry every day. This led to dissatisfied clients, bad reviews, and even lost us quite a few clients in those early days."*

Losing customers due to high integration costs

Customer integrations posed another challenge for APS early on. Their legacy tech platform charged up to $350 to set up a single integration with a customer's marketplace partner. Hosting charges pushed costs even higher.

Jack says, *"We were losing out on customers because of the extra costs, particularly as some competitors offered no setup fees."*

Warehouse inefficiencies and high integration costs were stifling APS' growth. The ambitious and proactive 3PL was ready to take a technological step forward.

"In the 3PL and fulfillment world, it's all about efficiency," says Jack. *"If we could find a consolidated software solution, we could compete better in the ecommerce space and provide an efficient and cost-effective service for our customers."*

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Solution

Managing complex operations with Extensiv

Today, Extensive speeds up every aspect of APS' warehouse and fulfillment operations.

They implemented **3PL Warehouse Manager**, **Integration Manager**, **Small Parcel Suite**, and **SmartScan**. All solutions are consolidated into one platform with a single login, so APS can run every task from one location with maximum efficiency.

> *"Extensiv is the backbone for running our business,"* says Jack. *"The platform enables us to do everything from managing and shipping orders, to checking inventory and incoming shipments. With a dedicated client portal, it also gives customers the visibility they need."*

Running their entire operations from a single platform is a game-changer.

> Jack says, *"Having everything under one hub, with one login, is a big advantage. We don't waste time logging into an integration hub on one screen and our warehouse management software on another."*

Automated, low-cost integrations

Extensiv Integration Manager has moved the dial for the business and made them more competitive. The tool enables APS to integrate customers' ecommerce stacks quickly, reliably, and for a fraction of the cost. APS passes most of these savings to the customer, saving them hundreds of dollars at a time.

"With Extensiv's Integration Manager, we import all the SKUs from an online store directly into our warehouse management software. Before, we had to manually pull each one individually, copy it, paste it, enter it into the different system. The ease of use was a revelation," says Jack.

"With Extensiv, we can compete with 3PLs who don't have setup costs, bringing new customers into our business faster, and then serving them better," he continues.

Customers' online orders flow seamlessly into 3PL Warehouse Manager. APS has full visibility over order management, picking, packing, inventory, and shipping. Workflows are streamlined and APS is in control.

Labor-lite parcel fulfillment

Before Extensiv, shipping parcels was particularly labor intensive for APS. Today, SmartScan streamlines the process and relieves that headache.

Employees use handheld scanners to pick products quickly and accurately. Then, using Small Parcel Suite, they efficiently print batches of hundreds of shipping labels. This accelerates how quickly they put boxes together.

Once orders are packaged, Small Parcel Suite automatically calculates their weight and searches out the best rates from different carriers.

Jack says, *"With SmartScan and Small Parcel Suite, the system calculates everything for us. It creates huge efficiency in our workflows. And because the system is automated, we've reduced data entry errors by at least 98%."*

Optimizing staff productivity

More recently, APS is experimenting with **Labor Analytics**. The business intelligence tool from Extensiv helps APS track and optimize staff productivity.

Jack says, *"Labor Analytics shows us exactly how long it takes to fulfill an order, the cost for fulfilling each order, and tracks all of that inside the system. We spot inefficiencies in our processes, gain insights that are beneficial to ourselves and our customers, and optimize our team's output."*

Thrilling customers and winning new ones

With streamlined and reliable fulfillment in place, APS competes more strongly in the ecommerce space.

They confidently offer a same-day delivery guarantee on customer orders placed before 1 PM. This helps them satisfy existing clients and win new ones.

Jack says, *"Extensiv enables more efficiency at APS. Because we're a more efficient company, we can offer a great service to our clients. And the more we can offer to our client base, the more that they want to be with us."*

> **"Extensiv is the backbone for running our business. It creates huge efficiency in our workflows."**

Results

$250k in new revenue in a single quarter

With faster, more efficient fulfillment and huge cost savings on integrations, APS is a more competitive business. They're winning more clients and seeing a surge in revenue from new business.

"Just in the last quarter, we saw a quarter of a million dollars in new revenue, all because Extensiv makes it easier to get new clients on board," says Jack.

One of the biggest turning points was stripping away the $350 charge for an API setup. Over the course of a year, APS saved over $40,000.

"Removing those integration costs brought a huge boom for us and made us much more competitive," says Jack.

Time savings and efficiencies

APS saves time and gains efficiencies across its operations. **Order management alone has decreased from 30 minutes per order to just one minute!**

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Order volume has exploded, with APS now handling between 400 and 1,000+ orders per day. On an average day, that's an increase of 1,200% in orders processed. And all without expanding their team.

The APS team even has more bandwidth to optimize other areas of the business.

Jack explains, *"With fewer people needed to do fulfillment, we focus more on service and warehouse improvements, and expand the work we do in other divisions, like sales, marketing, and customer service."*

Jack appreciates how Extensiv not only creates more success for APS, but its positive impact trickles down to customers' businesses, too.

"We don't just want APS to do well, we want our clients to do well," says Jack. *"Extensiv enables us to offer a better service to our clients. This enables our clients to sell more of their products and grow. So everyone helps each other."*

Jack and APS are so impressed with Extensiv, it almost feels like Christmas when new products are released.

Jack says, *"I'm always like, 'Sign me up!' Everything that they're building is designed to help us and then help our clients, so I'm always excited to see what they can do."*

The early days of APS' journey were marked by frustrating manual challenges and inefficiency. With Extensiv, day-to-day operations are efficient and enjoyable, all underpinned by robust technology that scales with them.

Jack says, *"Without Extensiv, APS would probably not be where it is today and it might not even be around. So, it's very good to have Extensiv on our team."*

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Give your 3PL a powerful competitive edge

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