

CASE STUDY

POLYWOOD

Outdoor Furniture (Consumer Durable Goods)

Acumatica

www.polywood.com

ShipHawk Advanced Shipping



BENEFITS & KEY OUTCOMES



Increased order volume but only using 60% of the workers as with their previous process



Able to move shipping process workers to other value-add roles



Reduced order processing times



API-based integration enabled smarter decision making



Automated order fulfillment processes

OVERVIEW

POLYWOOD was founded in 1990 by two friends who wanted to develop functional furniture that could withstand the test of time, but was also sustainable and beneficial for future generations. As the saying goes, “One man’s trash is another man’s treasure,” and it couldn’t be more true in the case of POLYWOOD. The friends used old milk jugs, detergent bottles and other recyclables to create POLYWOOD lumber, a durable, weather-resistant material

that forms the basis for all of the company’s products to this day.

POLYWOOD is based in Syracuse, IN, and its outdoor dining furniture, Adirondack chairs, benches, swings, chaise lounges and other products can be found in major retail stores, wholesale clubs and just about everywhere furniture is sold.

CHALLENGE

POLYWOOD quickly grew from a medium-sized business into an enterprise and needed a shipping solution that could be scaled to match its growth and enable the company to respond to change with speed and agility. “When we were selecting a new TMS solution, one of the biggest areas that we were looking at was the partnership with our vendor,” said Neil Slabaugh, ERP Operations Administrator at POLYWOOD. “We are always looking for that vendor that is willing to partner with us, understand us, and be able to grow with us.”

Before implementing ShipHawk, POLYWOOD had to manually process every order which was a barrier to growth. Additionally, the IT department was spending a lot of time supporting the team to ensure labels were printing out at the correct times and that user settings were accurate for the numerous systems they were using. POLYWOOD also needed a shipping solution that would integrate seamlessly with Acumatica and sync order and shipment fulfillment data.

ShipHawk has helped tremendously in automating and streamlining our processes. The throughput we've been able to achieve in our shipping department has been phenomenal.

Randy Woodcock

ERP Administrator at POLYWOOD

SOLUTION

"The biggest impact ShipHawk has had on our business is being able to reduce the number of people we need to move the same amount of goods out the door," said Sean Valencourt, Executive Vice President of Information Systems at POLYWOOD. "We're doing more volume with about 60% of the shipping processors we had to have last year, and those other people are being used for different value-added work."

Since implementing ShipHawk, POLYWOOD has streamlined its order fulfillment process and scaled batch processing. Now, the warehouse team at POLYWOOD can assign orders to batches and group them by things like SKU, bin number, created date, or recipient, not just for better organization and visibility, but also to expedite actions on a larger group of orders. "ShipHawk has helped tremendously in automating and streamlining our processes," said Randy Woodcock, an ERP Administrator at POLYWOOD. "I can process a dozen orders, click a button and get all of my UPS labels. Ready-to-ship mode has also enabled our team to scale because the amount one person can get done now has increased dramatically."

Part of POLYWOOD's growth strategy involves integrating technology deeply into its processes and having systems be invisible to not just customers on the website, but even the workers on the manufacturing floor or in the warehouses shipping orders.

"The primary reason we went with ShipHawk was their ability to use APIs to integrate into any system," said Valencourt. "ShipHawk is flexible and can be used in many workflows of our business, whether it's helping us make smarter decisions about where to manufacture or enabling us to give the customer better information to make choices about shipping before they even check out our website. We think ShipHawk will help us get to our next level of scale."

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Sean Valencourt

Executive Vice President of Information Systems at POLYWOOD