



Company Profile

White-Rodgers, a division of Emerson Electric Co., St. Louis, MO
www.white-rodgers.com

Industry: HVAC/Electrical Component Manufacturer

Varsity Products: ShipSoft-Parcel, ShipPack

Shipping Volume: 900 parcels/day

Number of Shipping Locations: Four

Interfaces: PeopleSoft World

“Since installing Varsity, we have eliminated our shipping bottleneck, saved over one hundred square feet of shipping space, reduced our per parcel ship time from over three minutes to under thirty seconds and are now able to provide a higher level of service to meet our customers’ demands.”

—*Brian Hoefener, Manager, Applications Development*

Varsity Banishes Shipping Inefficiencies at White-Rodgers

White-Rodgers is a market leader in the design and production of temperature regulation and gas flow/ignition controls for the HVAC and appliance industries. The company’s products are available through more than 5,500 distributors including W.W. Grainger and Johnstone Supply, and over 200 retailers including Sears, Ace Hardware, and Do-It-Best. In addition, White-Rodgers sells to over 1,200 OEM customers such as Whirlpool, Trane, and A.O. Smith. To provide prompt service to their numerous customers, White-Rodgers ships in excess of 900 parcels and numerous LTL shipments a day from two distribution centers and five manufacturing facilities.

In 2001, White-Rodgers moved their main St. Louis distribution center to a new facility that had approximately half the total floor space as their previous location. To fit into the smaller space, while keeping pace with growing shipping volume and OEM customer requests, the company needed to reengineer their entire shipping process. White-Rodgers determined that it was necessary to move from two shipping lanes to one, eliminate redundant carrier supplied hardware, integrate shipping data to their IBM iSeries-based PeopleSoft World system, and automate manual shipping processes.

To achieve these objectives, White-Rodgers selected ShipSoft and ShipPack from Varsity Logistics. “Varsity’s integration to PeopleSoft World, support for multiple carriers, automated label production, integrated track and trace, and automatic bill of lading generation were exactly what we needed,” said Brian Hoefener, Manager of Applications Development for White-Rodgers.

By automating shipping processes from order entry through delivery, White-Rodgers eliminated several inefficiencies. "With our standalone shipping systems, our clerks entered information twice, once in the carrier system and again in PeopleSoft World," reports Hoefener. "This was time consuming and error-prone, taking over three minutes per package." By automating shipping processes, it now takes White-Rodgers less than thirty seconds to process each package, and they have cut their shipping staff expense in half. "Before we implemented Varsity, on high volume shipping days, even two people could not get everything shipped during one shift," reflects Hoefener. "Now, one shipping clerk handles all the volume, and often has time to assist with other operations."

Varsity's multi-carrier shipping software provides White-Rodgers with a single source for rates and transportation options. Since installing Varsity, the company has eliminated six personal computers and six printers as well as numerous scales and scanners. "We now have one streamlined shipping line, and have reduced the total footprint of that line by over one hundred square feet of valuable warehouse space," notes Hoefener.

In addition to eliminating inefficiencies, Varsity's seamless integration into PeopleSoft World improved customer service. White-Rodgers' customer service agents no longer have to visit the UPS web site to track customer parcels. With instant access to UPS' parcel status information from their PeopleSoft World screen, they can rapidly respond to customer inquiries.

"We improved our responsiveness to our customers' ASN and UCC 128 requirements as well," notes Hoefener. "We use TL Ashford and ShipPack for label design and printing. Within just a few hours we can design a new label format and update Varsity's control file." By providing compliant barcodes, labels and packing lists, ShipPack mitigates costly violations and penalties. Furthermore, it makes details about each shipment easily accessible, including description, size, weight, and contents.

A ShipSoft and ShipPack customer since 2001, White-Rodgers credits Varsity for their success in reengineering shipping processes. "Since installing Varsity, we have eliminated our shipping bottleneck, saved over one hundred square feet of shipping space, reduced our per parcel ship time from over three minutes to under thirty seconds and are now able to provide a higher level of service to meet our customers' demands," concludes Hoefener. "Varsity does a wonderful job."