



Enterprise Shipping Solutions

# Customer Case Study

Archway Marketing Services operates seven different distribution centers, each supporting between 10 and 20 clients and averaging 5,000 shipments per week. The company's multi-carrier shipping application was outdated and each DC managed a separate application with isolated shipping data.

The company implemented Kewill Flagship tightly integrated with its warehouse management, order entry and print and apply applications. The solution has significantly improved Archway's distribution operation visibility and productivity. Kewill enabled the automation of print and apply labeling that sped up Archway's box labeling process by over 80% and reduced labor requirement by 50%.



## Company Profile

Archway Marketing Services, founded in 1953 and headquartered in Rogers, Minnesota, is a leading provider of sales and marketing execution services to the Fortune 500 throughout North America.

Archway's services include the procurement, warehousing, kitting and distribution of sales and marketing materials, including literature, samples, POS materials or product. Archway operates more than two million square feet of warehouse facilities in areas surrounding Minneapolis, Detroit, Baltimore, Los Angeles and Toronto. Archway's clients include category leaders within the automotive, retail, lifesciences, consumer products and financial services industries

## Challenge

As a leading fulfillment solution provider, Archway operates seven different distribution centers (DC) to support its clients' requirements for marketing material delivery. Each DC services between 10 and 20 clients and averages approximately 5,000 shipments per week.

Each Archway warehouse also used a multi-carrier shipping application to manage the varying domestic and international shipping requests from clients. Though functional, the system was outdated. Its client-server functionality resulted in a silo-effect in which each DC managed a separate application with isolated shipping data. Archway sought a web-based multi-carrier shipping system that would enable visibility of its fulfillment operations across the company while integrating with warehouse management, order entry, and print and apply label applications.

## Solution

Archway adopted the Kewill Flagship solution, an enterprise class multi-carrier shipping management system that supports complex, high volume, multiple location, international, and domestic shipping. Kewill's support of complex business processes

included the ability to handle the most sophisticated business rules such as break bulk, advanced rate shopping optimization and multi-leg zone skipping. In addition, its unique user-interface could allow Archway to easily pre-configure business rules for each DC site, client product line and business function.

Furthermore, as an enterprise level solution, Kewill successfully integrated with ERP and warehouse management systems.

## Results

Following its deployment of Kewill Flagship at two distribution locations (Detroit and Baltimore), Archway has significantly improved its distribution operation visibility and productivity. Kewill acts as one centralized solution, eliminating the complexity of managing data from multiple applications, platforms and warehouse site locations.

Using Kewill's print & apply labeling automation capabilities has also sped up Archway's box labeling process by over 80%. In using Kewill's quick ship interface, the labor requirement at Archway to ship packages has reduced by 50%. Archway will be consolidating its five other facilities into it's existing Kewill solution during 2007.

***"Kewill supports a distributed warehouse model that has made a considerable difference for us in minimizing maintenance and support requirements and costs that we faced with our old shipping system,"***

**- Deepak Gupta, Project Manager, Archway.**



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