



## Sweet Smelling Rose Increases Shipments 750%

Rose America has lived the American dream. Based in Wichita, Kansas, Rose started off as a custom manufacturer of horse blankets and halters and has now evolved into a major supplier of pet accessories including chew toys, leashes, and collars.

Their success required a new ERP to manage their growth. As the new ERP was being implemented, Rose realized they had no plans for how to handle their existing shipping needs - including Advanced Ship Notice (ASN) requirements for their major trading partners using EDI.

A move from straight distribution orders to store level distribution orders required Rose to increase from 2000 order lines shipped per day to 15,000 order lines shipped per day - a 750% increase! Rose needed a strong shipping solution that would work with their ERP and allow the increase in volume without an increase in personnel.

Rose chose InSiteShip from InSiteSoftware Solutions and remarkably was up and running after only three weeks. In that short time, they worked out the details of their special truck loading reports, ASN formats and UCC 128 labels. In addition, InSiteShip was integrated with Rose's pick-to-light system called Lightning Pick from PCC Systems to support a major retailer's DSDC (direct store distribution center) initiative.



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### Unique Requirements - Unique Solutions

InSiteSoftware met with PCC Systems to lay out a seamless integration supporting picking and packing in Lightning Pick and then shipping from InSiteShip for Rose's DSDC orders - all while continuing the pick, pack and ship process with InSiteShip for their other customers orders.

"InSite really rose to the task" says Dan Brace, CFO of Rose America, "they have been terrific partners and really were an extension of our own team. They quickly built the integration and our shipping, even with the dramatically increased number of line items to pick, is actually smoother than it was before."

Additionally, InSiteShip's design provides real-time updating capability to Rose's ERP - helping seamlessly accommodate the large volume of posting transactions that Rose has every day.

The large increase in shipments was accomplished with Rose's existing personnel. "The ability to grow this dramatically without adding staff probably represents a 4 or 5 FTE savings to us," adds Brace. "The combination of Lightning Pick and InSiteShip is helping Rose America grow while serving our customers extremely well".

### Increased Throughput with No Additional Staffing!

## Success Profile

**Customer:**  
Rose America & BMB

**Business:**  
Manufacturer of mass merchandised pet supplies (chews, collars, leashes) and high-end horse blankets, halters and tacks.

**Business Issues:**  
High volume shipper with specific retail requirements, including a major retailer's DSDC initiative with EDI.

**Solution:**  
InSiteShip integrated with Lightning Pick and Rose America's ERP system.

**Highlights:**  
15,000 order lines shipped per day, UCC-128 labels, EDI ASNs generated, integration to pick-to-light system, UPS and Truck shipments

**Return on Investment:**  
Capacity increase over 750%  
Eliminated need to staff 4-5 FTE's  
DSDC certification increased sales from EDI retailers