CLIENT SUCCESS STORY

Fullscript Gains Four-Fold Increase in Shipping Throughput with InfoShip$^{(R)}$/Vx

About the Client:

Founded in 2011, Fullscript is a free supplement dispensing platform and patient adherence tool that supports practitioners at the point of care and beyond. These practitioners are on a mission to provide lifelong care that helps people discover and rediscover wellness for the rest of their lives. It's Fullscript's mission to support them — to help people get better.

Challenge: Acquisition Pushes Legacy Fulfillment System Beyond Capacity

In 2018, Fullscript, already on a steady growth trajectory since its inception, merged with wholesale distributor Natural Partners as a growth strategy and began consolidating all operations under the Fullscript umbrella. Today, the company ships more than 250,000 orders per month, largely to consumers.

According to Dylan Trebels, Sr. Product Manager for Fullscript, the process included bringing Natural Partners' fulfillment operations, which had been managed by a 3PL, in with Fullscript's inhouse logistics operations.

"We began to consolidate everything into a single distribution network managed by our staff, and as a result, within the span of two or three months, our shipping volumes blew the doors off of our existing logistics systems," said Trebels. "We made the decision to upgrade to an enterprise-scaled warehouse management system (WMS) and shipping solution that could meet demand and scale up as we continued to grow."

Solution: InfoShip/Vx Integrated with HighJump WMS

Fullscript selected the HighJump WMS solution, integrated with InfoShip/Vx multi-carrier shipping software by Creative Logistics Solutions (CLS).

The team selected InfoShip/Vx for its advanced functionality, flexible design and its scalability to grow with the company's surging order volume.

"Our mantra for this project is 'Owning Our Destiny,'" said Trebels. "We wanted more control over who we shipped with and when, by customizing shipping profiles as the business evolves.

He added, "What we're doing today is not going to be what we're doing a year or two from now, so we need the ability to be more flexible without having to go through a lengthy customization process. In working with the CLS team, we are confident that InfoShip/Vx will meet and exceed our requirements."

A Rapid, Completely Successful Remote "Go Live"

After completing the technical specification document as the first step to define the project, both the Fullscript and CLS teams focused on the implementation and configuration of the interface and solution.

COVID-19 pandemic restrictions prevented the CLS team from working on-site with the Fullscript team, but the teams did not let that cause any delays. Weekly scheduled calls allowed the CLS project management team to track the project status and keep everyone updated. As well, the teams shared a Slack channel during the cutover and go live process.

The CLS team, working 100% remotely, was able to accomplish everything from design, testing, implementation and even go live.

"The go live process was incredibly smooth," said Trebels "We were ramped up to basically 100% within 24 hours, with no slowdown in shipping."

Benefits

Reduced Shipping Costs

With InfoShip/Vx's robust rate shopping, Fullscript can now compare carrier services based on times in transit, something that could not be done in the legacy system.

"As a result, we've seen a significant mode shift from 2nd day air to ground service in a number of lanes," said Trebels. "The orders still get there on time, but by shipping them via ground service instead of air we're saving money without degradation in service to customer."

3X Acceleration in Shipment Processing Speed

InfoShip/Vx prints shipping labels at sub-second speed, which was not possible with their legacy system, resulting in a huge boost in productivity in Fullscript's fulfillment operations.

> *"We've sped up production time from 4 seconds to less than 1 second per label. When you apply that time saved across more than 250,000 shipments per month, that's a savings of over 1 million seconds. Turn that into dollars and cents and the savings are dramatic," said Trebels.*

20% Reduction in Carbon Footprint

Fullscript is fully committed to sustainability in all its operations and the company offsets all of its shipping emissions. Working together with UPS, Trebels has been able to track and calculate their environmental impact related to shipping.

> *"We've seen a 20% decrease in our carbon footprint. More of our packages are now shipping via ground without compromising delivery SLAs," Trebels said.*

Scalability for Foreseeable Future

Fullscript is on a steady growth trajectory through both its ecommerce and wholesale sales channels. "We continue to grow rapidly year over year," said Trebels. "Added to that, our ecommerce order volumes doubled in 2020 as pandemic restrictions have limited practitioners' face-to-face visits with patients."

The Fullscript logistics team expects InfoShip/Vx to scale with them for the foreseeable future, even at the company's current growth rate. "We're not sure what's next, whether it might be more sites, or other logistics issues to solve as we scale, but the systems now facilitate change instead of blocking it," he said.