CREATIVE LOGISTICS SOLUTIONS

Empowering the Growth of Dollar Shave Club with InfoShip®/Vx

DOLLAR SHAVE CLUB

About the Client:

Founded in 2011, and headquartered in Marina Del Ray, CA, Dollar Shave Club (DSC) is now the number one subscription e-commerce shaving and grooming company in the world. The company currently distributes its products out of two highly automated warehouses in Torrance, CA and Grove City, OH. DSC now processes more than 100,000 customer orders a day. In 2016, the company was purchased by Unilever for $1 billion.

Challenge:

After initially outsourcing its shipping to a third-party logistics (3PL) firm in 2015, DSC decided to bring shipping in-house and needed a reliable and flexible high-volume shipping system to meet its increased order demand.

Their objective was to find a solution that would allow the company to easily accommodate its massive growth while also offering the ability to "batch" process its massively popular razor "refills." This batching would enable workers on the floor to bulk print labels for the same order type and fill the orders at the same time, in the exact location.

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After a referral by their warehouse management vendor, HighJump (HJ) software, DSC selected Creative Logistics Solutions (CLS) and its InfoShip®/Vx shipping application. CLS has over 25+ years of experience in successfully implementing high-performance solutions for high-volume shipping operations across the US and internationally. HJ and CLS worked to create a new interface between their systems that would allow DSC to handle a high volume of packages while allowing for "like" orders to be pre-manifested and packed.

How It Works

CLS and HJ designed what is known as the "Job Release" process. Shipment requests are created by the HJ system based on the information it receives from the DSC order management system. Similar orders are grouped together into "jobs" of up to 1,000 orders a piece.

A user then simply goes into the HJ user interface, picks an order type they wish to process and tells the system to print the labels at the printer they select (Zebra or Sato "Auto Labeler"). A system-to-system call is made from HJ to InfoShip/Vx, which begins scooping up the orders and processing them one by one, sending the label data to the chosen printer until all orders in the job have been processed.

Each shipment is processed in one second. The system can simultaneously process multiple jobs at a time while also resolving any buffering issues that might exist at the printers due to the massive amounts of data being relayed.

Once each order is successfully processed, the shipment response is written back to HJ.

If any shipment returns an error, it is temporarily quarantined and HighJump notifies customer service of the issue.

At that time, a DSC member services employee can review the issue, make any necessary adjustments, and send the order back to HJ for reprocessing.

With its current server specs, DSC is able to process up to 12 jobs simultaneously (up to 12,000 shipments), across the two sites. At "full bore" (12 jobs, one second per shipment), InfoShip/Vx can ship 12,000 orders in just under 17 minutes.

Before CLS and HJ were introduced to the DSC environment, this end-to-end process would have required DSC to perform multiple manual steps that required substantially more time and more resources. Now users simply tell HJ "print this set of orders at (equipment name)."

Fully Responsive CLS Support Services

"CLS's support team is just completely engaged. Their ability to recognize problems and solve them is uncanny. I would recommend them highly to just about anyone, especially from an e-commerce standpoint," said the director of fulfillment for DSC.

She described CLS as extremely adaptable and always looking to see what its staff can do to help its clients. "The ability to go from processing 10,000 labels to 100,000 labels in a short period of time is huge. A lot of companies struggle with that," said the director. She values CLS's understanding of the need for e-commerce companies to be flexible and scale up shipping operations quickly. "CLS's work was critical to helping DSC grow," she said.

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> *Director of Fulfillment, Dollar Shave Club*

CLS completed the project in time for the opening of DSC's first warehouse in California in the winter of 2015. When the company opened its second warehouse in Ohio in the summer of 2016, they simply took the processes and applications refined during the California implementation and hit the ground running, continuing to support the company's explosive growth.

In Closing

The objective of CLS is to leverage the tools within InfoShip/Vx, as well as the extensive experience of its team members to create a shipping solution that is client-specific. InfoShip/Vx can handle every type of small package shipping configuration, including pre-manifesting, pack and hold, shipping label/pick ticket combination, scan and ship, in-motion, zone skipping and Blackbox/shipping via client packing stations. With CLS's help, customers like DSC meet the growing demands of their customers, day in and day out.

We know that not every small package shipper needs the ability to ship 100,000 packages per day. However, during peak shipping seasons, their systems need to be able to handle increased volumes. InfoShip/Vx has the power to gracefully process high volumes, and regardless of how many packages a company ships, InfoShip/Vx can handle the load quickly and efficiently, and eliminate bottlenecks in parcel processing operations.

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