

Sports Unlimited: Creating Visibility to Transportation Expenses

The Company

Located in Harleysville, Pennsylvania, Sports Unlimited, Inc. is a full line sporting goods store that sells top-of-the-line products from leading manufacturers. The family-owned company expanded to online sales more than a decade ago and continues to receive orders via the web today.

The Opportunity

Sports Unlimited, Inc. wanted to ensure it continued to receive fair discounts from its carriers. With continued growth, they expected to receive better incentives due to increased shipping volume. Sports Unlimited was also interested in controlling how much shipping revenue they were collecting from customers and comparing that figure to their shipping expense. With multiple carrier accounts and outbound, inbound and third-party shipments, Sports Unlimited needed a way to streamline transportation data and obtain visibility to their total annual shipping expense.

enVista's Solution

Using its proprietary myShipINFO® web-based business intelligence tool, enVista was able to analyze Sports Unlimited's most recent 12 months of shipping data. After careful review of the data, enVista determined unrealized savings opportunities for each carrier. A cost savings model and analysis was then created to view all modes of transportation and savings opportunities. enVista's consistent approach to all carriers resulted in a fair carrier bid process and the best pricing for Sports Unlimited.

“I'm glad I contracted with enVista to analyze our small package shipments. Without this analysis, there was no way I could be confident the new agreement our carrier had on the table was fair.”

– Mike Neff, Director, E-Commerce, SportsUnlimited.com

enVista also worked with Sports Unlimited to custom code its shipping data. This enabled Sports Unlimited to determine and understand accurate shipping expense information and perform analyses that had not been possible in the past.

The Results

enVista provided annual savings of 15% over and above the discounts the carrier had proposed. As a result, Sports Unlimited achieved significantly higher transportation savings, benefited from improved visibility to its transportation spend, and continues to enjoy positive carrier relations, based on the fair rates enVista helped attain. Sports Unlimited saves 10-15% annually through the multiple analyses enVista performs. And that money goes straight to their bottom line.

