

# Malvern Case Studies

## Successful USPS E-Commerce Solutions For Online Retailers

For most online retailers, products are delivered by small parcel carriers. For the majority, delivery costs are a significant factor in a successful business model. The U.S. Postal Service has been a popular choice for many of these businesses for its affordable service for many types of deliveries (including APO, FPO and international shipments).

For all but the smallest shippers, this creates a need for an efficient, USPS-capable shipping solution integrated into the customer's order processing system - thereby eliminating the tedious and error-prone task of keying in customer addresses and other information. In addition, integration eliminates the need for keying shipping costs, tracking numbers, etc back into the host system.

Sophisticated integration tools enable integration between the Malvern Manifest System and virtually any host application via sharing of a database or text file(s). This enables users to automate the entire shipping process including the import and export of relevant data, rate shopping, email shipment notifications, the application of business rules, and the elimination of errors.

Malvern has partnered with Endicia™ (Internet Postage) to provide low to medium volume shippers with more advanced integration and multi-carrier rate comparisons. For medium to high volume shippers, Malvern offers single-piece, mixed class manifesting.

Malvern is a logical solution for any USPS parcel shipper because of its 20+ years of experience serving this niche together with its relatively low system and integration prices. Following is a list of case histories illustrating the types of installations that Malvern can do effectively and competitively. All examples use the Postal Service, although not necessarily exclusively. The "Solution Price" includes the price paid by the client excluding any (optional) hardware.

### **Specialty Magnet Retailer**

**Solution Price: \$2.5 K**

This company sells various types of magnets online using an eCommerce Templates shopping cart. Periodically, they batch download order information from their website into a comma-delimited (.csv) text file format onto their network. This file is accessed by Malvern so that when the shipper enters an order number, all of the relevant shipping information (shipping address, shipping method, etc) is populated automatically. At end of each shipping day, Malvern sends out customized, email shipment notifications. This company uses Internet Postage (by Endicia), UPS and U-PIC third-party parcel insurance to ship approximately 50 orders per day.

### **Medical Supplies Distributor**

**Solution Price: \$3 K**

This company captures orders online using an osCommerce shopping cart. The shipper types the order number and shipping information is imported automatically over the internet from a remote osCommerce shopping cart database using a MySQL ODBC interface. When an order is shipped, Malvern posts tracking info back to the shopping cart database and sends out a customized email shipment notification. This company offers just one shipping method to its customers called "Best Way Ground" and charges a tiered flat rate (by order amount). With flat shipping charges, selecting the cheapest method enables this company to maximize profits.

### **Electronic Accessories Supplier**

**Solution Price: \$3.5 K**

This company downloads orders for iPod accessories, batteries and chargers from a shopping cart into a comma delimited (.csv) file. Since the weights for all products are known, the shipper uses a batch processing feature within Malvern to generate all labels automatically. The 4"x8" labels include a customized Packing List section listing the SKU, quantity and description for every line item in the order. This shipper processes about 150-300 US Postal shipments in less than 30 minutes.

### **Costume Retailer**

**Solution Price: \$5 K**

This company receives orders for costumes in a centralized shopping cart servicing ten, independent websites. All orders get posted into comma delimited (.csv) files on an FTP site which Malvern polls every couple minutes. When new orders are found by Malvern, they are automatically downloaded from the FTP site on the company's network and are ready to ship on either of two, networked shipping stations. The operator scans an order number from a packing list and the shipping address and method are accessed immediately. After the shipment is processed, shipping data (tracking number, ship date, shipping method, etc) is then posted back to the FTP site. The shopping cart pulls the tracking data so that customers can easily access their tracking info. Additionally, Malvern sends a customized email notification which includes the company's logo as well as a configurable marketing message. This company ships over 500 USPS and UPS packages per day in peak season.

**Special Shoe Retailer****Solution Price: \$7.5 K**

This company sells specialty shoes from a shopping cart. Periodically, the company downloads orders from the internet into a tab-delimited text file on their network. The shipper scans a barcode and Malvern pulls the shipping information from this file. The shipping method is determined based on the customer's specific request or a bestway option which automatically selects the cheapest method from several USPS and FedEx options. The company operates four ecommerce websites and two shipping locations with 50 pkgs per day from one location and 250-500 /day from their second location.

**Book Retailer****Solution Price: \$8 K**

This company sells religious books from three independent websites and a retail location. The company loads all of the orders including the package weights into an MS Access database. Malvern automatically batch processes all of the orders in the database and produces a shipping label as well as a multiple label packing list supporting up to 60 line items. The company uses the USPS and UPS.

**Boating Equipment & Supplies Retailer****Solution Price: \$8.5 K**

This company uses a leading retail order management system called Island Pacific to capture and manage orders for boating supplies. Users scan a barcode and Malvern queries Island Pacific's server via an XML message through a sockets interface. Order data is returned including a pre-defined shipping method or one of several "bestway" codes including ground, next day and two day delivery. When a bestway code is received, Malvern automatically compares the appropriate services and selects the cheapest method automatically. In peak season, this company processes over 750 pkgs /day via USPS, FedEx and UPS from two, networked workstations.

**Rubber Stamp Manufacturer****Solution Price: \$10 K**

The company loads orders it receives from several large, national office supply retailers on a daily basis from a comma-delimited (.csv) file. The shipping process has been reduced to only two steps: (1) placing the package on the scale and (2) scanning a barcode. Once the barcode is scanned on any of three Malvern Manifest System workstations, the shipping label with permit imprint is printed automatically within one second. While this company rarely ships over 3,000 packages per day, the solution is capable of 30,000 packages within an 8 hour period.

**Fulfillment Shipper****Solution Price: \$12 K**

This company is a fulfillment shipper with two locations in different states. The company uses a web-based order management system called Invendia. User scans an order, Malvern posts an XML request to Invendia's internet API. Shipping data is returned over the internet, and multiple business rules are applied depending upon the merchant. As with most fulfillment shippers, each the company's clients have diverse requirements and business rules all handled by the Malvern Manifest System including multiple prepaid accounts, alternate billing options (third-party and collect), alternate return addresses, VICS BOL Printing, etc. Malvern posts shipping data back to Invendia via XML.

**Discount Pharmacy****Solution Price: \$14 K**

This company ships thousands of discounted, prescription drugs on a daily basis. Integration between four Malvern Manifest System workstations and a Microsoft SQL Server is accomplished through "Stored Procedures". The highly automated shipping process requires only two steps: (1) placing the package on the scale and (2) scanning a barcode. Once the data is imported, the label is printed automatically. The processing time for each package (including print time) is approximately 2.5 seconds. With this solution, over 40,000 packages could be processed within an 8 hour period. This company uses single-piece, mixed class postal manifesting and Delivery Confirmation Services. Malvern automatically downloads Proof-of-Delivery data from the Postal Service to enable this company to collect payments from Medicare.

In addition to offering integrated E-Commerce solutions, Malvern offers an extensive list of carrier-compliance and shipping automation solutions for single and multiple user environments as well as enterprise-wide solutions.

The Malvern Manifest System is a PC-based, multi-carrier shipping system with an industry-leading user interface. Available features include FedEx, UPS, Postal Manifesting, Internet Postage, DHL, rate shopping, multi-account processing, alternate billing, optional third-party parcel insurance, custom-defined rate tables, report writer, international document printing, LTL Rating, VICS BOL Printing, and much more.

Founded in 1980, Malvern Systems, Inc. is a leading provider of innovative shipping and distribution solutions. Malvern maintains a corporate office in Malvern, PA, a satellite office in Juarez, Mexico and a manufacturing and distribution facility in El Paso, TX.

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