

CASE STUDY

eBags Greenwood Village, Colo.

Market Segment

Online retail store offering a variety of backpacks, bags and consumer electronics devices

Challenge

Improve on-time performance and shipping accuracy with scalability

to support planned growth as well as national-network flexibility for rapid fulfillment.

Solution

By leveraging Ingram Micro Logistics' multiple fulfillment locations, eBags extended its nationwide reach and improved customer satisfaction with better on-time performance and shipping accuracy.

Results/Benefit

Since working with Ingram Micro Logistics, eBags has enhanced customer satisfaction with reliable forward and reverse logistics services, same-day shipping and substantial savings on outbound transportation costs.

Ingram Micro Logistics (IML) Empowers eBags to Reduce Transportation Costs and Improve Customer Satisfaction



With nearly 12 million bags sold since 1999 and approximately 500 brands and 40,000 products available

at its online store, eBags is the world's largest online retailer of bags and accessories. The company has grown its business over the years by helping its customers find the perfect bag and then delivering it to them in the fastest way possible.

"As an online retailer, eBags relies heavily on the fulfillment side of our business to create and maintain customer delight," says Robert Cassidy, vice president of operations at eBags. "As our business continued to grow, our need for a higher-performance logistics provider became more essential."

What eBags was looking for was a complete logistics partner that could provide on-time, accurate shipping combined with the flexibility of a national network and the scalability to support future growth.

"Ingram Micro Logistics (IML) was the intelligent choice for us," says Cassidy.

"As a reseller partner with Ingram Micro, we were already offering products from their IT and consumer electronics inventory on custom websites to increase our sales. When we saw what IML had to offer in terms of inventory accuracy, on-time fulfillment, same-day shipping and multiple logistics centers throughout the nation—not to mention their uncommon expertise—the choice to trust our logistics to IML was an easy one."

Since June 2009, eBags has leveraged IML's Advanced Logistics Centers in Millington, Tenn., and Mira Loma, Calif., to fulfill orders and handle its supply chain services, including inventory management of more than 41,000 SKUs, reverse logistics, outbound transportation management and EDI connectivity.

"With IML we experience a flexibility and responsiveness that amounts to real strategic advantage for eBags," says Cassidy. "Over the last year our on-hand units in the IML facilities have expanded 55 percent, yet our year-over-year performance has greatly improved. Fulfillment times are typically under 4 hours—a 30 percent improvement from our previous fulfillment partner. We've also seen a

dramatic improvement in our inventory management. Our cancellations due to back orders have plummeted and are down 75 percent. These improvements help us to drive sales and increase customer delight."

Since working with IML, eBags has benefited from a reliable forward and reverse logistics network, same-day shipping capabilities and a variable cost system for scalability. Thanks to a high level of collaboration, trust and partnership, IML and eBags have identified ongoing opportunities for future enhancements and increased savings. "We've seen significant accomplishments over the last several months that have enhanced our customer satisfaction and greatly reduced our outbound transportation costs," says Cassidy.

By leveraging IML's substantially lower outbound transportation rates and multiple fulfillment locations, eBags has gained ground in its pursuit of excellent customer service and its goal to enhance its growing reputation as one of today's premiere Internet retailers.

