

## **Customer**

GSP Marketing Technologies, Inc.  
5400 140th Avenue North  
Clearwater, FL 33760



## **Company overview**

GSP Marketing Technologies, Inc. (GSP) is recognized as the leading provider of Point-of-Purchase (POP) marketing solutions to convenience retailers, fuel marketers, and suppliers of convenience products and services. With over 25 years of experience in managing C-store POP programs, GSP offers customers a vertically integrated POP marketing solution that includes customer relationship management, marketing database management, POP engineering, creative design, print production, logistics management, inventory management, compliance management and market effectiveness research.

## **Situation**

GSP has enjoyed strong and continuous growth due to its total commitment to customer satisfaction. GSP ensures that time sensitive point-of-purchase signage shipments arrive at its customers' stores on a required "Due in Store" date to coincide with promotional pricing timelines and media buys. GSP processed shipments to western states from its Utah facility and to eastern states from its Florida facility using various carrier-supplied and 3<sup>rd</sup> party-supplied systems. GSP also manually processed paper airbills and bills of lading. Because their existing systems were unable to process shipments for future dates, GSP distribution managers were unable to smooth out production spikes by processing during low activity periods.

The variety of shipping methodologies left GSP management with little control over carrier routing and service selections. Shipping operators frequently selected expensive expedited air services when less expensive ground services could get products to stores on-time. Outside account managers used carrier web sites to prepare expedited labels to send samples and documents to customers or Corporate Headquarters for production review and quotations. All shippers frequently missed opportunities to consolidate multiple shipments to the same location.

With so many inconsistent shipping methodologies, it became very difficult for GSP's finance department to accurately account for shipping expenditures and reconcile carrier invoices. Shipping costs reported from multiple shipping systems, traffic management, and other employees frequently did not match the corporate discount plans which had been aggressively negotiated by the traffic department. Freight costs were rising and there was little financial visibility and control over transportation spending.

### **Situation Summary**

- Inefficient, inconsistent shipment processing
- Lack of cost-effective decision support
- Fragmented financial visibility and control
- Inability to track shipments for customers

In addition, Customer Service Reps and Account Managers had no single place to look for customer order and store delivery status. This resulted in inefficient searches and unnecessary expedited shipments "just to be sure" no customer initiatives were interrupted by lack of delivery.

Expanding business opportunities, customer service-focused mission, fragmented information, and rising transportation costs prompted GSP to seek a more efficient, consistent means of controlling and streamlining logistics processes. They turned to Agile for help.

## **Capabilities Required**

GSP identified the following key system requirements:

1. One enterprise platform to automate all shipment processing across multiple sites, departments, and users
2. One centralized database to account for all transportation spend
3. Empower customer service and account managers to drill down on customer, shipment and delivery status
4. Streamline fulfilment with automated shipping, future shipment processing, and tracking
5. Reduce transportation costs with optimized service selection, consolidation, and invoice reconciliation

## Solution

Agile-Network, LLC (Agile), a nationwide organization of logistics systems integrators, implemented AgileElite, a suite of enterprise logistics management solutions that exceeded all of GSP's expectations.

Agile deployed AgileElite on a single server, behind a firewall in GSP's secure IT center in Clearwater, Florida. Authorized users from any where on the GSP corporate network are now able to access AgileElite solutions using a standard Internet Explorer browser. Agile used AgileComposer to adapt role-specific processes for personnel in shipping, customer service, sales, and accounting.

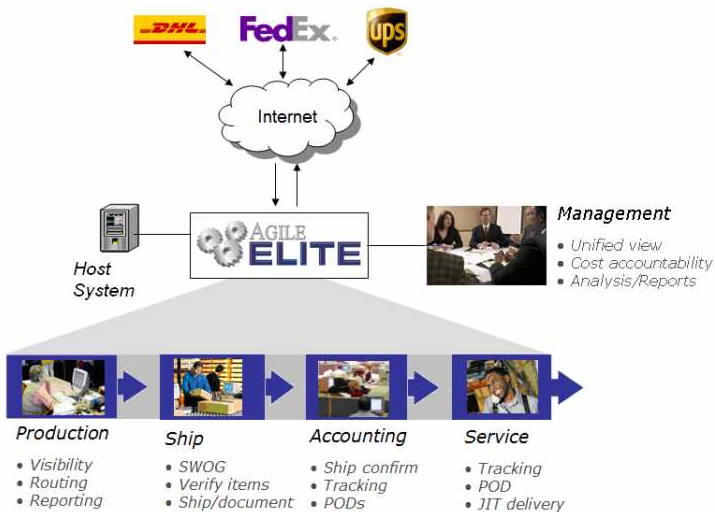
AgileRoute automates carrier service selection based on time-in-transit calculations, significantly reducing costs by shifting expedited air modes to ground while still meeting delivery commitments. AgileRoute identifies opportunities to consolidate multiple shipments to a single delivery location.

GSP's Florida and Utah production facilities use AgileShip to process high volumes of shipping transactions. AgileShip facilitates more efficient shipment processing by automating all document and compliant labelling. Future shipment processing capabilities smooth out spikes in shipping volumes by enabling shippers to prepare shipments ahead of time. AgileShip also enables batch processing of identical shipments to multiple sites. AgileShip automates shipment processing from remote locations and home offices, taking the guesswork out of carrier compliance and spending on transportation services.

All shipping transactions are stored in a central database. This provides finance with complete visibility and control over transportation cost accounting. Customer service, account managers and customers have a real-time, unified, and detailed view of shipment status.

**Key Benefits**

- One platform, multiple locations
- Consolidated international & shipment processing
- Transportation cost control
- Improved efficiency, reduced errors
- Improved customer service
- Enterprise visibility & control
- Sarbanes Oxley accountability



## Results

GSP's CFO, Chris Lattimer, reports that "AgileElite has enabled us identify, measure and control transportation spending throughout the organization. Our billing department spends a fraction of the time reconciling carrier invoices. We are now implementing cost reduction policies that would have been impossible to enforce with all of the systems we used to have in place. I have one place to go to get a complete picture of transportation cost."

"Agile really delivered. They not only have a lot of transportation expertise, but they were able to translate that into very practical solutions that wrap around our users' requirements," says Matt Neuhoff, Director of Operations. "This has helped us get immediate acceptance for the solution."

Steve Parker, GSP's IT Manager, states: "AgileElite's enterprise-class architecture and central administration provides us with the scalability, flexibility, and security we need to grow and adapt as our needs change".

## For more information:

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