



DM | FULFILLMENT

Services: Fulfillment
Industry: Logistics

Trading Partners: Amazon, Belk, Bed Bath & Beyond, CVS, Drugstore.com, eBags, Kohl's, Rite Aid, Target, Wal-Mart

Case Study: DM Fulfillment

DM Fulfillment a national third-party logistics provider (3PL), is doing something pretty remarkable for its suppliers and retailers: It's able to reach 99 percent of the U.S. population within just one to two business days via ground shipping from four distribution centers in St. Louis, Dallas, Fresno and Carlisle.

SPS Commerce is helping DM Fulfillment achieve this logistical feat through use of SPS Commerce's Retail Network that enables streamlined integrations with retailers and allows DM Fulfillment to more fully embrace the demands of omnichannel that require error-free order processing. This, in turn, allows DM to retain a growing roster of retail customers who require outstanding accuracy and service.

"The main thing that SPS had that was very attractive to us was there was an (information) superhighway that we built that no matter who the next retailer is, that data gets pushed into the super highway that we are already integrated with," said **Christian Goodrich**, supervisor of business operations at DM Fulfillment.

DM Fulfillment has quickly made a name for itself in retail since launching in 2011. The 3PL ships orders to retail distribution centers and stores, as well as drop-shipping directly to consumers on behalf of e-commerce retailers. "We deliver a branded drop-ship experience that includes print-on-demand capabilities for packing slips and other materials to reinforce the retailer's brand and support marketing efforts," said **Bill Erpelding**, marketing manager at DM Fulfillment.

Improving DM Fulfillment's Trading Partner Relationships



RETAILERS



SUPPLIERS

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Greg Temperly, director of client services at DM Fulfillment, said the SPS service is facilitating the company's ability to deliver the omnichannel experience on behalf of its clientele directly to the consumer. "With SPS, there is such a high level of expertise in retail that it gives us the confidence to engage with a growing number of retail customers and guarantee our performance. We now get up to speed with new customers very efficiently."

Integrate once, network to many

The saved time and labor has been nothing short of dramatic, said Temperly, likening SPS and its Universal Network to the LinkedIn of retail because of its fast connections to networks via the Retail Standard XML (RSX). “Without SPS, it would take us up to 12 weeks for us to properly connect systems and all the related communications around it with our customers. Now, testing and mapping to integrate with partners is completed by SPS in a few hours.”

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Another ace up the 3PL’s sleeve is its proprietary distributed order management system (DOMs) that allows it to maximize fulfillment across its DCs. “Our DOM looks at where we have inventory, what shipping point and it automatically fulfills from the closest stock to the destination while helping us optimize inventories. Combined with our omnichannel capabilities with SPS, it’s a powerful solution,” Temperly said.

Paired with SPS Commerce, DM Fulfillment is sure to innovate further as a go-to fulfillment vendor. Its robust retail-oriented IT and physical U.S. distribution network continues to win new business. The 3PL looks forward to serving the omnichannel needs of its retail customers such as Triumph Pharmaceutical’s SmartMouth dental hygiene products and Denco Luggage, which sells licensed sports luggage.