



Service: Fulfillment
Industry: Logistics

Trading Partners: 60+ retailers and suppliers including Amazon, CVS, Home Depot, Kohl's, Macy's, Rite Aid, Target and Walmart.

Case Study: Christopher Morgan Fulfillment Services

Christopher Morgan Fulfillment Services is a full-service provider of direct-to-consumer and business-to-business distribution and fulfillment. The company manages more than 850,000 square feet of space across the U.S., with services that include order processing, distribution, parcel sorting and centralized return processing. It also offers an in-house call center and custom packaging house, along with a variety of value-added services.

In an industry facing commoditization, many warehousing and fulfillment businesses have cut their overhead — often by reducing customer service teams — to compete on price. Meanwhile, same-day shipping and 99% order completion rates have become the norm, making it more expensive to meet customer expectations.

To overcome the dual challenges of high expectations and downward pricing pressure, Christopher Morgan has moved in the opposite direction of contraction, investing in technology and people to serve businesses more personally and in ways beyond fulfillment. That includes offering data analytics, sourcing and assortment services, all of which are designed to help customers increase sales and supply chain performance.

Improving Christopher Morgan's Trading Partner Relationships



RETAILERS



SUPPLIERS

“More than 90 percent of the buying organizations Christopher Morgan serves today leverage the SPS Retail Network and technology in some way.”
— **Brian Wargula, President, Christopher Morgan**

“Customers now see us as a partner that not only ships their products, but can help them sell more of their products as well,” said Brian Wargula, president of Christopher Morgan. “And the more products they sell, the more shipping business we get. It’s a win-win situation.”

According to Wargula, this high-tech, high-touch business model has resonated well with customers, propelling Christopher Morgan to achieve double-digit growth and open three new locations over the last 18 months. “We have successfully differentiated ourselves not merely as a quality logistics company, but as a full-service business process outsourcing provider for our customers,” he said.

A decade of partnership success

Wargula attributes choosing the right business partners as another vital component to the company’s success. One such partnership includes 10 years of collaboration with SPS Commerce, a leading cloud-based technology provider for the retail supply chain. The relationship was set into motion when the logistics company first deployed the web-based EDI solution from SPS Commerce that allows Christopher Morgan to electronically exchange purchase orders, invoices and advance ship notices with suppliers and retailers.

Next, Christopher Morgan added on the integrated fulfillment solution from SPS, which helped the logistics provider quickly scale by connecting once to the SPS Retail Network, the industry’s broadest network, and collaborating seamlessly with all retail trading partners from that point forward. The company now also offers EDI, sourcing and item management services to its customers through SPS Commerce. More than 90 percent of

the buying organizations Christopher Morgan serves today leverage the SPS Retail Network and technology in some way.

“SPS is the solution behind the streamlined processes and automated accuracy that make our customer experiences so exceptional,” said Lynn Schwartz, Christopher Morgan Director of Account Management. “They also give us flexibility to grow our customer relationships to embrace new retail opportunities, such as the drop shipping capabilities, that we quickly made part of our offering.”

Opportunities ahead

Wargula also mentioned that attending and sponsoring the **SPS Commerce In:fluence 2016** conference exposed his team to even more possibilities for expanding the Christopher Morgan value-added services offering. “Until we went to the event, we weren’t fully aware of everything SPS offers or how easily those solutions can be integrated into our existing platforms,” he said. “We’re now more excited than ever about what’s to come through this partnership and so are our customers.”