

## Magneto Power keeps the engines running.

ProShip accelerates next-day delivery of replacement parts and equipment.

### Challenge

A \$50 million wholesale distributor, Magneto Power keeps outdoor equipment dealers in the green with overnight delivery of critical repair parts. But their shipping system was a major roadblock. "Print times on the labels were agonizing slow, eight to 20 seconds," says Dean Kapp, corporate IT manager. For a company that prides itself on shipping 98% of customer orders the same day, that didn't cut it.



### Solution

Magneto Power switched to ProShip to solve two longstanding problems: speed and customer support. Not only did Magneto Power want to process packages faster, they also needed hands-on support to integrate shipping software with an older ERP system. To meet Magneto Power's objectives, ProShip engineers worked with the developer of the Magneto Power ERP system to assure a seamless installation. To increase speed and efficiency they accessed business rules from the company's mainframe, correcting an issue that the old shipping software never resolved. "Now, there's nothing the guy on the shipping desk has to do, he just scans the order, rules take over, he pulls the label off and sticks it on the package," Dean says.

### Results

ProShip went live at Magneto Power in June of 2009 and hit every mark. "The goal was to print labels five times faster, and that has been the case," Dean says, helping Magneto Power come near to a 99.9 percent next-day shipping rate. ProShip produces specific labels for Amazon and Fleet Farm, customers for whom Magneto Power supplies products, and also supports UCC-128 compliant labeling. Customer support from ProShip helped Magneto Power add two super-regional carriers to its list of shippers, and keeps the company updated throughout the year. "Their approach is 'We can make it happen,'" Dean says.

**MAGNETO POWER, LLC**  
YOUR ONE STOP SOURCE

 Working with ProShip has been so enlightening and satisfying. No matter where the package is going, labels start printing almost instantaneously. 

Dean Kapp  
Corporate IT Manager  
Magneto Power

**ProShip<sup>®</sup>**

How can ProShip keep the engines of commerce turning for you? Contact us for more case studies or to discuss your challenge.

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