

# Sports Unlimited

## The Company

Located in Hatfield, Pennsylvania, Sports Unlimited, Inc. is a full line sporting goods store that sells top-of-the-line products from leading manufacturers. The family-owned company expanded to online sales more than a decade ago and continues to receive orders via the web today.

## The Opportunity

Sports Unlimited, Inc. wanted to ensure it continued to receive fair discounts from its carriers. With continued growth, the retailer expected to receive better incentives due to increased shipping volume. The company was also interested in controlling how much shipping revenue it was collecting from customers, and comparing that figure to their shipping expense. With multiple carrier accounts and outbound, inbound and third-party shipments, Sports Unlimited needed a way to streamline transportation data and obtain visibility to its total annual shipping expense.

## enVista's Solution

Using its proprietary myShipINFO™ web-based Business Intelligence tool, enVista was able to analyze Sports Unlimited's most recent 12 months of shipping data. After careful review, enVista used industry benchmarks to determine unrealized savings opportunities for each carrier. A cost savings model and analysis was then created to view all modes of transportation and savings opportunities. enVista's consistent approach to all carriers resulted in a fair carrier bid process and the best pricing for Sports Unlimited.

enVista also worked with Sports Unlimited to custom code its shipping data. This enabled Sports Unlimited to determine and understand accurate shipping expense information and perform analyses that not been possible in the past.

"I'm glad I contracted with enVista to analyze our small package shipments. Without this analysis, there was no way I could be confident the new agreement our carrier had on the table was fair."

– Mike Neff, Director, E-Commerce, SportsUnlimited.com

## The Results

enVista provided annual savings of 73% over and above the discounts the carrier had proposed. As a result, Sports Unlimited is achieving significantly higher transportation savings, benefits from improved visibility to its transportation spend, and continues to enjoy positive carrier relations, based on the fair rates enVista helped attain.

Sports Unlimited currently saves 15% annually through the multiple analyses enVista performs across the client's transportation processes. This is money that goes straight to the retailer's bottom line.

For more information on enVista's  
Transportation Services, please call  
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