



Moby Dick Shares Lessons Learned Building a Thriving Ecommerce 3PL Business

CASE STUDY



“With ShipHero, we can offer our clients a complete warehouse solution instead of just printing labels and shipping for them. It’s given us the ability to search for new clients that we can distribute for.”



Chuck Holmes,

Director of Ecommerce and 3PL, Moby Dick Unlimited



Moby Dick Unlimited is the driving force behind some of the world's biggest brands. They specialize in everything from visual development and marketing to product development and ecommerce management.

HIGHLIGHTS

CHALLENGES

- Linking stores, managing POs, and managing inventory out of one location
- Ensuring inventory accuracy & knowing how much was available to sell
- Finding a cost-effective warehouse management solution

SOLUTION

- All-in-one warehouse, order fulfillment & shipping software:
 - + Order management
 - + Purchase order management
 - + Inventory management
 - + Location management
 - + Automation rules
 - + Reporting
 - + Label printing
- Stores connected for multi-channel ecommerce
- New connections with clients in need of 3PL solutions

RESULTS

- 99.5% order fulfillment accuracy (up from 95% in just 4 months)
- Faster & more efficient order picking, resulting in cost savings
- Streamlined 3PL distribution

Challenges

Reducing workload while maintaining customer service level and increasing sales

Moby Dick 3PL is Moby Dick Unlimited's fulfillment solution. They help simplify ecommerce fulfillment for growing businesses by handling everything from fulfilling ecommerce orders to back-end email support for customers.

But in 2017, Moby Dick 3PL was experiencing growing pains. They were taking on more customers and volume than ever before, but they needed to ensure that they could continue delivering the high-touch fulfillment services that customers wanted and expected.

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“In 2017, we moved about 600,000 orders and it was much harder than it should have been,” explains Chuck Holmes, Director of Ecommerce and 3PL.

“We needed to be able to link our stores, manage POs, and manage inventory out of one location. That's how we settled on ShipHero,” he adds.

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Up to that point, Moby Dick 3PL had been relying on label printing software for shipping and fulfillment—but this solution had reached its limits. It wasn't helping them manage their inventory in the easiest or most efficient way.

Worse, their product management system didn't play well with Shopify—they had no way of knowing how much inventory they had on the shelf versus how much was available to sell.

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“Our label solution was just that—a label solution. It didn't help us solve the real challenges, like dropped orders or knowing how much inventory was actually present in our warehouse,” Chuck says.

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They considered many options, including 3PL solutions that could handle distribution. But those often cost tens of thousands of dollars each month, and didn't make sense from a financial perspective.

What Moby Dick 3PL needed was a cost-effective way to manage warehouse inventory that would also help them streamline fulfillment and shipping. That led them to ShipHero.

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Solution

Holistic warehouse management software

One of the first things that drew Chuck to ShipHero was how easy it made inventory management.

By connecting their warehouse to all of their Shopify stores, ShipHero allows them to keep accurate tabs on product availability, allocated orders, and more—all in real-time.

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“With ShipHero, we can look at a SKU and instantly see how many we have on the shelf, how many are available to sell, how many are back-ordered, and how many we’re selling ahead. We have access to all the information we need in one place,” he says.

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It wasn't long before Chuck was experimenting with the full breadth of ShipHero's capabilities. Now, he does practically all of his warehouse management tasks through ShipHero, including:



Order management, such as adding products, canceling orders, and issuing refunds.



Purchase order management, including costing and inventory.



Inventory management, ranging from additions to deletions to changes to cycle counts and more.



Location/warehouse management.



Automation rules for packaging and pick and pack fulfillment.



Reporting, including pick pack performance reporting and shipping reporting.



Label printing for all orders.

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“ShipHero combines the capabilities of multiple warehouse management solutions into one,” Chuck says. “It’s exactly what we were looking for: a simple way to manage the back-end of our business in one spot.”

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Moby Dick operates multiple Shopify storefronts for many different brands, so having the ability to manage all of their orders from one easy-to-use hub has been game-changing.

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“Being able to type in an order number from any store and do anything you need—edit, delete, cancel, refund, add products, whatever it may be—is vital. And ShipHero makes it so easy. As soon as it was fully implemented, I knew this was the one-stop solution we wanted for our warehouse,” Chuck explains.

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Best of all, ShipHero has allowed Chuck and his team to expand their offering and reach new clients.

By leveraging the ShipHero Marketplace, they’ve helped Moby Dick gain more visibility and traction with brands in need of high-quality 3PLs.

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Results

Fulfillment accuracy rate of 99.5%, up from 95%

According to Chuck, he was already seeing massive improvements to warehouse efficiency and order fulfillment just **four months after implementing ShipHero**.



“Our order fill accuracy is now at 99.5%, up from 95%,” he says.



For a company that moves 600,000 orders or more every year, that improvement is staggering. It means they’re now filling more than 21,000 orders that, previously, they would have had to shrink out.

It’s not just order accuracy that have improved, either.



“Labor is our biggest cost. With ShipHero, we’re getting orders out faster and more efficiently, which translates to cost savings,” Chuck says.



While their other brands still account for the majority of their revenue, in recent months they've seen an upsurge in 3PL distribution.

Moby Dick has ambitious plans to become the go-to solution for growing businesses with ecommerce fulfillment needs. With ShipHero, they're closer to realizing that ambition than ever before.

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“Our goal is to keep growing as fast as we possibly can. We have big plans to expand the 3PL distribution experience,” Chuck says.

“A lot of brands have a great idea, product, and marketing, but they don't know how to get their products into the customer's hands. We hope to be that solution—and ShipHero is vital to that,” he adds.

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ShipHero and Moby Dick continue to work closely together, and they maintain a strong and fruitful partnership.

ShipHero has helped Moby Dick streamline their warehouse management processes, and now Moby Dick is helping ShipHero by serving as their fulfillment center.

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**Fulfillment and shipping
shouldn't be complicated.**

With ShipHero, it's not.

Let's talk →