CASE STUDY

Pacejet enterprise shipping for EventStable

More resources to grow sales with less costly and more efficient shipping

EventStable

William Murphy founded EventStable in 2010, leveraging his experience in commercial furniture to create an e-commerce wholesaler for event needs including folding chairs, tables, and more. At the beginning of 2018, the company merged with a major supplier, chose NetSuite to provide a more efficient ERP system, and selected Pacejet for integrated packing, quoting, and shipping automation.

"With Pacejet as part of our shipping strategy, we are able to hire more sales roles instead of more warehouse roles. This alone makes it easier for us to grow."

—William Murphy, Managing Partner at EventStable

Business situation

EventStable is an online store for event furniture and, in addition to selling tables and chairs, they offer a wide variety of event equipment. With customers spanning multiple verticals including party rental companies, event venues, hotels, schools, and more, EventStable searched for a solution to help them keep all their data in one place while allowing them to ship more efficiently.

Delivering quality, quickly

EventStable ships via both LTL and parcel carriers, which required them to use multiple websites and systems to get shipping quotes and fulfill orders. The extra work in order entry and in shipping was becoming more cumbersome as their business grew. "Our shipping was pretty painful," said Murphy. "Our systems weren't able to talk to each other and we were calculating shipping prices by comparing carriers manually."

Our solution

With shipping as one of their biggest cost centers, EventStable knew they needed to find a better solution. Pacejet was selected because of their proven track record of providing multi-carrier shipping solutions for NetSuite users. Easier packing, increased order accuracy, and more accurate shipping quotes were some of the key needs that factored into the choice to implement Pacejet.

Finding the right shipping strategy using Pacejet technology

Pacejet helped EventStable deploy uniform packing, quoting, shipping processes for both LTL and parcel running in real-time with multiple carriers --- all in one system. Out of the box NetSuite integration meant processes could be fully automated and duplicate data entry eliminated. With Pacejet, more shipments could be managed with less manual effort.

The outcome

Unifying shipping data and processes in Pacejet has helped EventStable reduce time and costs in order fulfillment, redirecting those savings to hire more sales resources. And while better shipping processes freed up resources for new sales investments, they also are supporting sales growth through better customer service.

Shipping faster with fewer hassles and tools for continuous improvement

With Pacejet in place, EventStable streamlined their shipping operations and removed redundant steps to help save them valuable time and money. And with the flexibility to add or change carriers and refine workflows over time, the EventStable team has a new level of business agility.

More Sales by redirecting resources to sales

Precise shipping quotes and data for carrier negotiations

One System for easier workflow with fewer errors and less labor

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pacejet

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