

Ecommerce Company Partners with “Top Dog” Deposco to Rapidly Scale Their Business

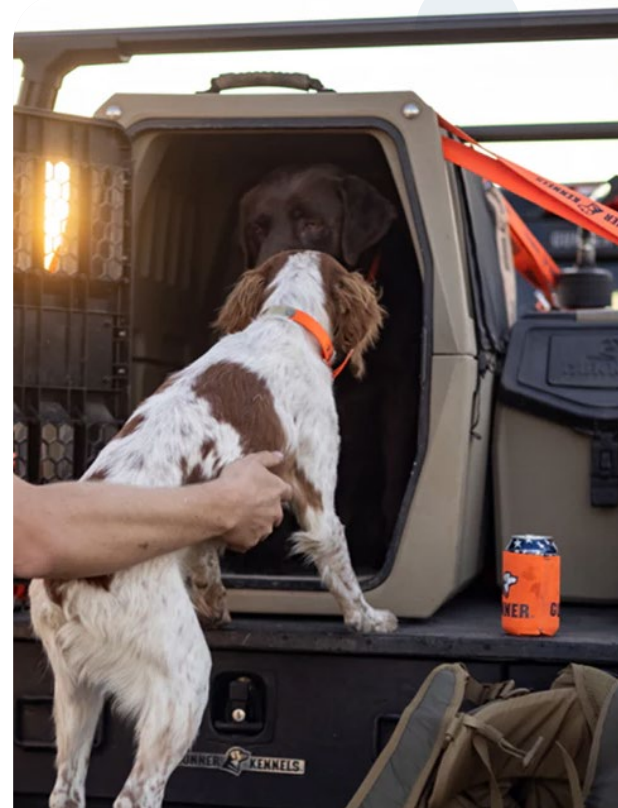
An Interview with Brandon Beasley
VP of Operations, Gunner

Overview

Gunner mission is to build the safest, most durable kennel or the world's best dog crate. “Every detail of this crate is designed and tested in real conditions, for the invested dog owner. Man's Best Friend deserves MAN'S BEST KENNEL.” After implementing a direct-to-consumer (DTC) business model, Gunner started experiencing common pain points such as a lack of inventory visibility, labor inefficiency, and inability to get products out the door quickly. In order to reach their highest potential, Gunner needed a WMS that provided real-time inventory, kit-to-order shipping, and made them feel confident in their ability to tackle every new challenge that came their way.

“We challenged the Deposco team to figure out the simplest way we could do this because we wanted to move as fast as possible. To be honest, I don't think rollout could have gone any better, Deposco exceeded my expectations.”

Brandon Beasley
VP of Operations
Gunner



How did Deposco compare with other providers you looked at?

Before finding Deposco, we almost signed with ShipHero. Even though it was easy to integrate, the weaknesses we uncovered with ShipHero were related to the semi-manufacturing aspects we do here. The team at Ship Hero was unable to instill the confidence we needed to move forward regarding kit to order assembly.

During our search, we also explored NetSuite for our ERP. The NetSuite team was very aggressive in their attempts to end our consideration of Deposco in place of their add-on WMS features. After seeing NetSuite's demo, however, it was obvious that Deposco was light years ahead of NetSuite's capabilities.

When companies offer services in other fields in which they are not specialists, such as NetSuite's WMS features, you lose that focus, talent, and expertise in each field.

Deposco possesses numerous first-class traits such as the team's exceptional service. We fully expected to change our processes and operations to adapt to the WMS since we could not afford a complete custom system. Instead, with Deposco's flexible system, the team worked to build an ecosystem around how we operate."

How has working with Deposco been?

I wear five different hats during the day, and partnering with Deposco made it easy to implement the new system during a major transition. The week prior to go-live, our operations moved to a new warehouse. Deposco worked with us daily until to go-live to ensure a smooth transition.

To be honest, I don't think roll out could have gone any better, Deposco exceeded my expectations. Gerry is our Deposco team lead who helped design and implement our project from the beginning. His availability has been instrumental to our success. Many companies would discard me to a support desk shortly after implementation, but Deposco is different. With Deposco, I am excited to continue working with Gerry moving forward. It's beneficial for us to have a partner who thoroughly understands our operations from the start.

Tell me about how you found Deposco and why you moved forward?

We started our evaluation for new technology with a warehouse assessment by a UPS industrial engineer. UPS has been a great partner for us, so when they recommended Deposco, we decided to explore further. In our fourth year of business, we couldn't afford an enterprise price tag solution but we still needed functionality and flexibility. This was the biggest factor for us when deciding on a WMS.

The functionality Deposco is able to provide for us has been awesome. A few of the key features we have benefited from include:

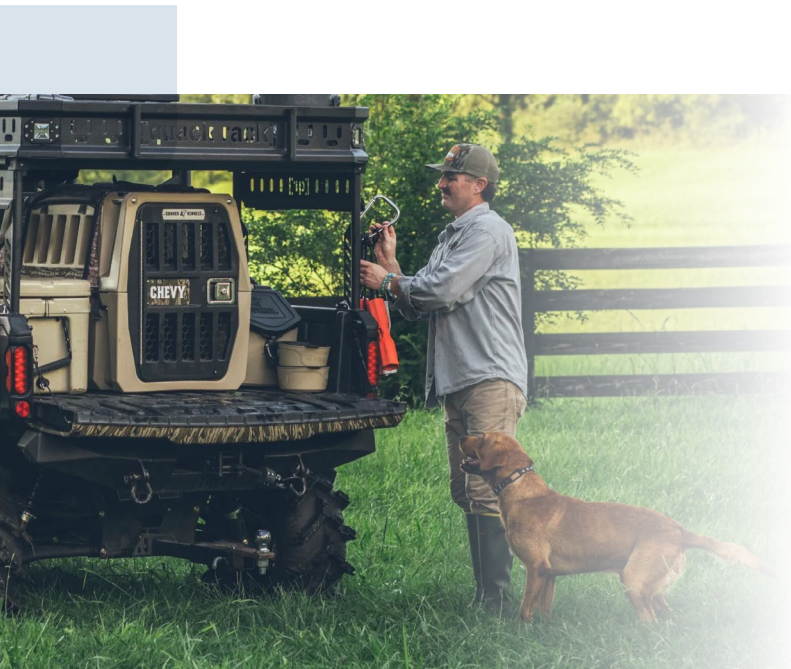
- ✓ Customized minibars and charts
- ✓ Easy-to-understand UI
- ✓ Elimination of order splitting
- ✓ Individual accountability tracking
- ✓ Equally automated international and domestic orders
- ✓ Flexible label naming for components in the backend
- ✓ Instantaneous label generation



The fact that Deposco retains a single order header regardless of the status of the order is going to work much better with our systems.

Deposco educated us on best practices that we will continue to implement as we grow. Prior to Deposco, we never utilized barcoding and didn't realize its importance. Our fulfillment process is based on the most economic method to fulfill. Kit-to-order currently allows us to achieve this goal. Deposco excels in kit-to-order compared to what we saw from other competitors in the same field. Deposco allows us to pick partial orders rather than voiding the orders if an item is back-ordered.

Deposco and UPS have helped us set a solid foundation on our voyage to building an empire. Yesterday I was still manually typing international labels. Today with Deposco live, that process has been eliminated. Thank you, Deposco!



I am not sure what I will need from a WMS five years from now, but seeing the type of companies that work with Deposco, I am confident that Deposco will outlive my tenure at Gunner."

Get In Touch

Speak to a Supply Chain Expert Today!

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