



Count on Collins, count on success.



Fast Facts

Company Profile

MarineDepot.com is the current leader in supplying marine and reef aquarium supplies to consumers.

Industry

Saltwater aquarium/pet supplies

Geography

National

Challenges

Several disparate systems lacking integration, forcing multiple points of manual reentry of information. No reporting solutions, business insight and a lack of scalability for a rapidly growing company.

Solution

A Microsoft Dynamics GP solution and integrated WMS.

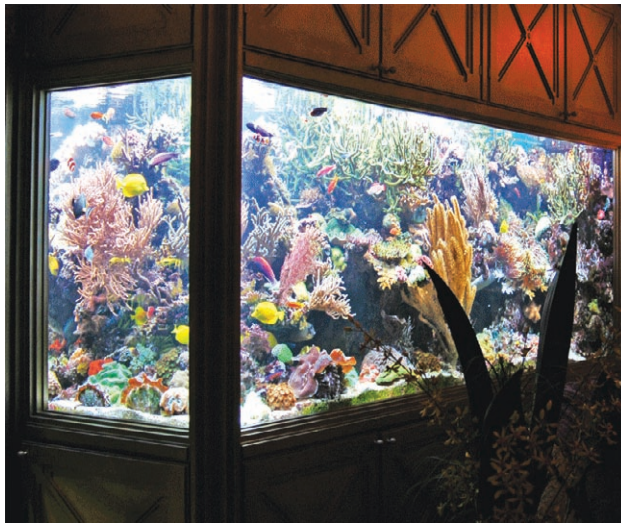
Results

Customers can now place orders online, with a backend system delivering information to all appropriate points, resulting in a better customer (and employee) experience.

Case Study

Marine Depot Selects Collins Computing to Resolve Complex Business Issues

MarineDepot.com is an e-tailer and wholesaler of saltwater aquarium supplies and live fish. The company is ten years old, and does roughly \$16 million per year in B2C and B2B sales. The website takes orders 24/7 and the company ships several hundred orders daily from its main office/warehouse in Anaheim, California.



The problems facing the rapidly growing company were complex. Sales/Orders generated on the website were not dynamically linked to the company's financial/distribution system, requiring manual re-entry. Credit card charges were handled individually, one at a time. Picklists were manually generated and picked. Customer information was not tied to the financial/distribution system, making tracking orders difficult. All shipping

was done manually through yet another data entry. Inventory accuracy was difficult—Marine Depot was dealing with this by ordering excess inventory. Stock locations were not optimized, nor computerized, making employee training difficult.

To top it off, the current system simply couldn't handle the volume of transactions and provided no business analytics or reporting capabilities.

To resolve these issues, Marine Depot chose to "engage Collins Computing." The foundation of the new system was servers running Microsoft Server coupled with SQL Server. Dynamics GP was chosen as the financial/distribution system due to its track record on reliability, performance, scalability and integration capabilities.

Why Collins Computing?

After an extensive process, Marine Depot chose to go with Collins Computing. Collins was chosen due to its solid reputation for helping many large customers implement Great Plains systems, a process in which they have a long track record.

Software utilized

- ◆ Microsoft Server 2003 Enterprise Edition
- ◆ Microsoft SQL Server 2000 Enterprise
- ◆ Microsoft Dynamics GP
- ◆ Microsoft Terminal Server
- ◆ Microsoft Exchange Server
- ◆ Maximum Data, In Touch WMS
- ◆ NODUS eStore Advantage (tool to integrate marinedepot.com website into Dynamics GP using Dynamics eConnect)

Benefits

Increased Productivity

95% of orders are shipped same day.

Reduced Labor Costs

The amount of overall warehouse labor need has dropped roughly 30%. By eliminating many mundane manual tasks, the new system allows users to be more productive in the quest to

serve customers. Finally, automated processing of Credit Card payments has cut much manual work out of the order processing process.

Reduced Training Time

New staff training time in the warehouse has also been dramatically decreased as new staff can learn how to use the handheld computers to pick and shelve product within 30 minutes.

Radically Improved Inventory Management

Order fills increased from the low 80%'s to the low 90%'s, and inventory levels are lowered to reasonable levels.

Improved Data Management and Analysis

Management is now able to fully analyze data to provide more efficiency in the overall operations of the company. The automated Report Distribution via SQL Reporting Services is a huge new strategic advantage.

Increased Customer Satisfaction

The new system has benefited customers via improved website features and functionality, better order fills, faster order fills, improved order accuracy and handling, faster processing of customer returns, and an overall better customer experience in dealing with the company.



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