



*A partnership with Purolator helped reduce shipping-related operating costs by about 20% over 12 months.*



## *A 3PL serves clients faster and better, with help from Purolator*

After years of 3PL consulting, Michael Docherty co-founded i to i logistics, a small-item pick-and-pack distribution centre that provides small and medium-sized companies with world-class service, without the higher fees demanded by some larger distribution and logistics companies. As business—and client expectations—grew, so did the need to process orders faster and more efficiently. That's where a closer partnership with Purolator paid off.

### **Growth and automation bring opportunities—and challenges**

Creating and marketing a product is hard enough. For many small-item pick-and-pack businesses, the day-to-day logistics of shipping, storing, distributing, tracking, delivering, billing, and handling returns, falls well outside their normal range of capabilities. It was that need that helped inspire the creation of i to i logistics, which for 15 years has practiced the art, or more properly, the science of small-item order fulfillment.

For the company's President Michael Docherty, it's about a culture of constant improvement, balancing the daily demands of a growing client base—and with it, an increasingly unpredictable workflow—with a need to trim the costs and time required to process orders. Above all, in order to thrive, i to i logistics needed to make its clients look good to their customers.



#### **Industry**

- Third-Party Logistics (3PL)

#### **Customer: i to i logistics**

- Founded in 2000
- Offices in Vancouver and Toronto
- Services include warehousing distribution, order fulfillment, reverse logistics and freight management
- Licensed by Health Canada to handle healthcare products

#### **Challenge**

Help deliver integrated solutions for a fast-growing client base

#### **Solution**

Teaming with Purolator IT specialists to save time and costs through the automated generation of shipping labels

#### **Results**

Shipping time reduced from minutes to seconds

As i to i logistics grew, and its volumes increased, new challenges emerged. "The main issue was integration," says Docherty. Because i to i logistics is driven by its clients' volumes, staff must adapt quickly to changing demands on a day-to-day or even hour-to-hour basis. New ways were needed to trim the time and costs related to order processing, and to streamline its billing process. It is at this point that Purolator proved its value beyond its role as a shipping provider.

## Partnering with Purolator IT to create a cost-saving shipping solution

Working closely with members of Purolator's team, including its IT specialists, i to i logistics was able to develop and implement a number of improvements, including:

- **A customized IT solution allowing shipping labels to be printed automatically, saving time and labour, and cutting the time needed to process an order to mere seconds**
- **Purolator's E-Ship Server® (ESS), enabling i to i logistics to process as many as 10,000 monthly invoices within a 24-hour period**
- **ESS analytical tools, which allow i to i logistics to generate reports on a variety of subjects, from cost analysis, to shipment tracking, to returns reporting**

## Improving operations in partnership with Purolator

Docherty's clients are reaping the benefit of operational solutions forged in partnership with Purolator. Through increased automation and faster order-processing, these upgrades have helped reduce shipping-related operating costs by about 20% over the past 12 months. "A lot of our larger clients are conscious of the cost to distribute to consumers," he says.

Working in partnership with Purolator, i to i logistics is able to respond quickly and effectively to the daily fluctuation of its clients' demands. "Purolator has always been flexible in addressing any customer service issues," says Docherty.

A key to this ongoing success is regular contact with his Purolator account executive, and with some senior members of the Purolator organization. This "helps me know that we're being looked after," says Docherty, "and helps Purolator understand where value can be added."

And from here? As head of a company that embraces continuous improvement, Michael Docherty, in partnership with Purolator, is sure to find many more ways to impress his clients' customers.



*"...the time it takes to process an order on the Purolator system is seconds as opposed to a minute or minutes...when you're distributing three hundred to five hundred or more orders a day, those minutes add up."*

Michael Docherty, President  
i to i logistics