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– Sina Moatamed  
Chief Technology Officer  
BendPak/Ranger



## About BendPak

BendPak/Ranger is one of the world's leading manufacturers of automotive service equipment, with one of the strongest brand names in the global vehicle repair market. For the past 40 years, BendPak has pioneered operational and supply systems and service equipment technology, marketing, and training programs that are now considered standards in the industry.

## Challenge/Opportunity

As part of a strategic project to replace legacy business software with new on-demand solutions, BendPak needed an integrated shipping solution available via SaaS (software as a service). The new solution would need to manage parcel, partial load (LTL), and truck shipments for international customers and integrate with BendPak's new SaaS ERP system. It would need to automatically print shipping and skid labels, bill of lading paperwork, and export documentation and provide online shipment tracking and reporting. And finally, to facilitate selection of carrier services and recovery of freight cost, the new solution would need to support online rating and manage freight terms.

## Solution

BendPak implemented Pacejet Shipping On-Demand as an integrated part of BendPak's SaaS ERP system. With Pacejet in place, users simply click a button in the ERP system, and orders flow directly to Pacejet for processing. Automatic Pacejet rating and transit time look-ups help users instantly see what carriers and services they can choose from for each shipment. Users can easily make choices about freight payment, commodity detail for exports, or other services for each shipment before Pacejet automatically prints labels and paperwork. As part of complete process integration, Pacejet provides shipment tracking numbers to the ERP system and online dashboards and reporting for shipment visibility and tracking.

## Results

Results of the implementation include faster and easier shipment processing and a simplified workflow that integrates shipping as part of BendPak's ERP system. "The integrated solution between our ERP platform and Pacejet has shown the meaning of a real strategic partnership," says Sina Moatamed, Chief Technology Officer (CTO) at BendPak. "The level of collaboration and the pursuit of quality solutions is a compliment to the product and the people at Pacejet who are committed to making us successful. They have set the bar high and have become a benchmark for comparing all other integration efforts and relationships."

The BendPak team is also pleased with the functionality and convenience of the Pacejet solution. "As an on-demand product, Pacejet is a complete shipping and logistics solution," says Moatamed. "It has given our shipping department the flexibility and functionality needed to facilitate the efficient global delivery of the 2,000 tons of product that BendPak sells each month, while reducing our IT infrastructure costs and complexity."

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