



## About Array Marketing

Array Marketing is the premier provider of in-store marketing and services for the design, production, installation, and fulfillment of store fixtures and point-of-purchase displays for the world's leading retailers and brand manufacturers. Array's clients include some of the world's best-known and most successful companies including DIRECTV, Estee Lauder, Kohler, Lowe's Home Improvement Stores, Lancôme, Kraft Foods, Miller Brewing Co., Philip Morris, Procter & Gamble, Target, and XM Satellite Radio. Headquartered in Los Angeles, Array also has offices in New York; Chattanooga, TN; Milwaukee, WI; Chicago; and internationally in Toronto, Mexico City, Hong Kong, and Paris.

## Challenge/Opportunity

Increasing customer demands and growth in the prestige merchandising business segment led Array to seek a new system with integrated logistics and shipping capabilities. Array's existing shipping system required many manual steps for partial load (LTL) and parcel shipping, did not provide a central database of shipping data for reports demanded by customers, and could not provide flexible shipping paperwork. As a result of limitations in its current systems, Array could not easily scale operations to support business growth while delivering the excellent customer service demanded by its high-profile customers.

## Solution

Array implemented the Pacejet transportation management solution as an integrated part of an enterprise rollout of a new ERP system. The new shipping capabilities provided by Pacejet helped the Array team support sales growth in excess of 25% by automating manual shipping tasks, producing paperwork electronically, and providing tracking/tracing details to enable shipment status reporting to customers. "Improving our shipment status reporting to customers was a key objective we had with the system," says Bill Hewgley, General Manager of Array-Chattanooga Division. "With Pacejet it takes us 5 seconds to produce a detailed shipment status summary. With our previous systems, it used to take a full-time person to assemble and distribute the required information."

## Results

Faster shipment processing, automated paperwork, improved visibility, and easier tracking of shipments are a few improvements that helped Array manage more 25% growth in sales. "We're continuing to use information and tools provided by the system to offer new services to our customers," says Nick Burrows, Director of Business Integration at Array. "The flexibility offered by Pacejet is allowing us to refine our processes as we continue to grow."

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