



FIDELITONE™

WAREHOUSING & THIRD PARTY LOGISTICS CASE STUDY



**THIS ISN'T
INVENTORY
MANAGEMENT.**

THIS IS EFFORTLESS.

**clear
spider**

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FIDELITONE at a Glance



FIDELITONE™



Headquarters: Wauconda, Illinois



Employees: 661

Established in 1929



Annual Revenue: \$480.8 M



National Network of Locations



3 Yr Revenue Growth: 55%



Provides vendor management support for more than 1,400 well-known brands



KEY SERVICES

- Last Mile Delivery
- Inbound Materials Management
- Order Fulfillment
- Service Parts Management
- Transportation Management



AMERICA'S
FASTEST
GROWING
PRIVATE
COMPANIES

Before Clear Spider



Customer Service

FIDELITONE experienced significant challenges to uphold their commitment to customer service.

Their sales representatives have always maintained close relationships with customers and ensured their needs were adequately met.

They were looking for a cost-effective solution that would alleviate the workload being handled by their sales representatives while building stronger customer relationships.



E-commerce and 3PL

FIDELITONE's D2C (or ecommerce) business grew out of the demand of entrepreneurs wanting to sell their goods to the market without the burden of managing a warehouse and fulfillment operations.

By working with Clear Spider, FIDELITONE can help entrepreneurs grow and flourish, and at the same time scale up to ship over 500,000 parcels per month.



Sales & Revenue

FIDELITONE is a leading supply chain management firm for the business-to-business and business-to-consumer sectors.

They wanted a solution that was robust yet easy to implement. By collaborating with all of their trading partners, FIDELITONE would be able to reduce costs and efforts. They needed a solution that would achieve this and translate into large dollar savings for themselves and their clients.

What FIDELITONE Needed

FIDELITONE's current in-house systems presented challenges to cost-effectively onboarding new clients. They wanted a cloud-based system that would allow their clients to better serve themselves through the use of an internet browser. Additionally, they needed better tools to pick, pack, and ship products from a variety of industries. Clear Spider allows FIDELITONE to integrate with their shippers and trading partners to push and pull information to and from their clients' systems.

Why Clear Spider?



Customization

FIDELITONE has a diverse client portfolio including a variety of consumer products such as electronics, nutritional supplements, home decor, fitness, home appliance, home improvement and medical to name a few.

FIDELITONE needed a powerful system that could support lot numbers, serialization, and expiration dates for their diverse client portfolio.



Technology Leader

Under competitive market conditions and a constantly evolving marketplace, FIDELITONE needed a solution that would help them fulfill orders right away and meet their next-day delivery goal.

Their search led them to Clear Spider, the industry leader in Vendor Managed Inventory (VMI), Customer Managed Inventory (CMI), and advanced inventory management solutions.



Clear Spider Magic

Clear Spider's web-based inventory management application provides thousands of organizations with a customized solution that takes little time to implement.

Built on the principle of providing organizations with the resources necessary to inject efficiency into their inventory management practices, Clear Spider was ready to work the same magic on FIDELITONE.

"We wanted a system that was easy to implement and provided us with the ability to integrate with both clients and trading partners. Clear Spider delivers on both accounts."

Josh Johnson
COO, FIDELITONE



System Implementation



Quick to Deploy



Easy to Use



Cost-Effective to Maintain

FIDELITONE's services include:

- Order processing
- Fulfillment
- Receiving
- Product procurement
- Returns
- Warehousing
- Kit assembly
- Packaging
- Distribution
- Inventory management
- Shipping
- Call center capabilities
- Advanced information technologies

FIDELITONE needed a powerful system that could support lot numbers, serialization, and expiration dates for their diverse client portfolio.

FIDELITONE's current model:

- 1) The entrepreneur finds a product that appeals to their clients
- 2) The entrepreneur creates a website and advertises the product
- 3) The entrepreneur obtains a container full of goods and sends it to FIDELITONE
- 4) The client's credit card is approved
- 5) The orders are automatically sent to the FIDELITONE fulfillment center
- 6) The orders are picked, packed and shipped
- 7) Real time inventory status of the goods is sent back to the website

Results



**Closer Vendor &
Customer Relationship**



**Decreased
Inventory Costs**



**Increased
Sales and Revenue**

The implementation of Clear Spider at FIDELITONE has been a complete success.

Thanks to Clear Spider, FIDELITONE has achieved total visibility of their inventory at any stage of the supply chain. This visibility increased efficiency in their business operations, which in turn led to improved client relations and retention.

FIDELITONE was recognized as one of the fastest growing companies by Inc. Magazines, moving up 1043 spots on their 5000 list in 2010.



FIDELITONE™

Looking Forward

A partnership with Clear Spider was a remarkable “Win-Win” for FIDELITONE and their clients alike.

Among the many benefits derived by FIDELITONE through the use of Clear Spider’s tailored inventory management solution are:

- Increased sales
- Improved delivery performance
- Decreased stock-outs
- Higher service-levels
- Closer vendor/ customer relationships
- Increased information transparency
- Decreased inventory write-offs/ write-downs
- Shorter lead-times
- Less effort for our customers
- Increased visibility into potential supply-demand mismatches
- Decreased inventory carrying costs

Today the largest single instance of the Clear Spider system manages inventory for well over 50,000 companies. With the Clear Spider system, the Entrepreneurs and FIDELITONE can see what orders were shipped, which ones were received, how much inventory they have on hand, and when they need to reorder. The security model also ensures that the company’s confidential data stays within the individual organizations.



FIDELITONE™

Connect with Clear Spider



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At Clear Spider, we look forward to helping your organization experience similar growth in your operations. We invite you to explore our website and also set up a meeting with us. In the discussion, we will:

- Give you feedback on your organization's current state of inventory management.
- Show you the Clear Spider system and how it can help improve your operations.
- Answer your questions and provide you with pricing information.

At Clear Spider, we are keen on working together with our clients to ensure increased sales growth at an affordable cost. As well, we would be happy to share some invaluable tips with you that can cut your organization's operating costs and give you more of a competitive edge.



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