

Case Study

Several years ago, Steve and David Thomas opened what soon became a Detroit institution: The Designated Hatter, located just west of Tiger Stadium on Michigan Avenue. Now, at the same location as their first venture, the two brothers continue their commitment to Detroit's sports fans. With the mission of accurately preserving and championing the rich sports history of Detroit, Detroit Athletic Co. aims to bring customers the most authentic collection of Detroit sports paraphernalia ever assembled. Thousands of hours of research and analysis have led to a unique store that houses the finest Detroit-related sports products from around the country.



For Detroit Athletic Co., shipping out orders to dedicated sports fans is an integral part of the business; however, with the company's previous shipping system, this operation was once time-consuming and unproductive. The company had to manually cut and paste address and line item information into the database on the shipping system. Producing shipping labels meant going through a lengthy process of copying information from one system to another, and tracking numbers would then have to be keyed back into the order. Furthermore, the company could not use another carrier on the same PC to rate shop, which prevented them from being able to choose the best deal for their shipping needs.

Mike Hazen, Logic's systems engineer, implemented a custom LogicShip solution and integrated it into Detroit Athletic's PROSTORE online order system. With one keystroke, LogicShip retrieves a list of customer orders that are waiting to be shipped and displays them to the operator. The operator selects the order that they are ready to ship, and LogicShip retrieves the appropriate shipping information, including the package weight taken from a small scale connected to a USB port. The system then displays what it will cost to ship the package via different UPS and US Postal Service methods, allowing Detroit Athletic to choose the carrier that will provide the best rate. LogicShip verifies the address and detects whether it is commercial or residential, avoiding delivery delays and address correction fees. Once the operator selects the desired method of shipping, a shipping label is printed and the tracking number is automatically sent back to the order so that the customer can track the delivery status of their package.

LogicShip also streamlines the process for international shipping, allowing Detroit Athletic to print shipping labels with integrated USPS-approved customs forms, eliminating the need to manually fill out forms, or copy and paste information onto USPS.com.

Logicship's automation with PROSTORE has saved Detroit Athletic hours in their shipping operations. The software's real-time transfer of tracking and shipping data is sent back into the company's business software—resulting in a faster processing time and easier tracking of shipments. Additionally, multi-carrier shipping and rate-shopping capabilities have worked together to cut costs in the shipping department. Detroit Athletic is extremely pleased with the way Logicship has helped their business; Owner Steven Thomas says,

"I would highly recommend Logic Systems Engineering to anyone that is interested in increasing productivity in their shipping process. Mike Hazen exceeded my expectations integrating LogicShip with our system and providing all the additional functionality to help improve my business operations."



Logic Systems Engineering
Ann Arbor, MI 48105
Tel: 248-481-3476
www.LogicSystemsEngineering.com