



Company:
Bob's Market & Greenhouses

Industry:
Nursery

Z-Firm Solution:
ShipRush FedEx for SQL

Results:

- Shipping in just a couple of clicks, with no manual data entry.
- Savings of a full work-day each week during high season.
- Complete history of shipments automatically stored with customer records.

"At peak times, we're saving a full day, every week."

– Brad Smith, Systems Engineer, Bob's Market & Greenhouses, Inc.

For more information, visit us at www.shiprush.com or call (206) 812-RUSH

Success Story: Bob's Market & Greenhouses, Inc.

Cultivating Faster Shipping with ShipRush FedEx for SQL

In 1970, Bob's Market & Greenhouses, Inc. began as a small roadside market for fresh produce, garden vegetable plants, and bedding flowers in Mason, West Virginia. More than 35 years later, Robert and Corena Barnitz's little roadside venture is now a major greenhouse grower with 17 acres and five retail locations in West Virginia, Ohio and Georgia.

Bob's Market & Greenhouses produce a wide selection of young plants for resale to other greenhouses. They also produce consumer-ready annuals in flats and pots. Producing over 100 million seedlings every year, Bob's distributes most to customers by company truck, with about 2 million seedlings shipped to customers via FedEx.

Most weeks, Bob's ships about 20 to 30 boxes of plants. But during the busy season – February through May – the company can average 300 to 400 boxes per week, each containing over 1,000 seedlings.

Until 2006, Bob's processed its shipments manually. The shipping clerk entered customer contact information from printed reports into the FedEx website. Shipping typically took about four hours for every 100 packages.

Automated Shipping from SQL Databases

Brad Smith, Systems Engineer at Bob's, learned about ShipRush by Z-Firm on the QuickBooks website. A visit to the Z-Firm website led him to ShipRush FedEx for SQL which automatically populates FedEx shipping forms with customer data from any SQL database.

ShipRush for SQL ties to any standard database using simple SQL queries via an SQL data source. It also allows Bob's to use a bar code scanner to read customer and shipping information of the company order "pull sheets."

To process an order, the shipping clerk simply scans the pull sheet with the bar code reader. ShipRush pops up on the screen with the customer's information pre-populated in a FedEx shipping form. The clerk hits "Ship" and the label prints. At the same time, ShipRush automatically logs a history of the shipment, with tracking number and all details, in the customer's record in the SQL server database.

Smith easily created 40 different ShipRush templates to streamline the process. Templates allow the greenhouse to create pre-filled shipping forms for every possible combination of data source, third-party shipper account number, weight and number of boxes, eliminating any manual entry for the shipping clerk. When the

scanner reads the bar code, it knows the number of boxes required and chooses the correct template.

Saving a Full Work-Day

Now, the shipping clerk processes shipments in half the amount of time it took before. During the high season, that amounts to a net gain of six to eight hours a week – allowing Bob's Market & Greenhouses to ship orders to customers faster.

“During peak weeks, we're saving a full work-day every week,” Smith said. “Late orders are also easier to handle because it's all automatic.”

The company always has access to a history of all shipping details stored with customer records, allowing easy tracking of packages and costs, as well as easy answering of inquiries from brokers, the middlemen between Bob's and its customers.

Soon, Bob's will implement remote desktop capabilities, giving the shipping clerk remote access to ShipRush and the ability to process shipments from home.

About Z-Firm LLC

Z-Firm makes parcel shipping integrated and easy. We bring large-firm automation to smaller firms, and allow warehouses to operate without needing six-digit shipping automation systems.

Founded in 1992, Z-Firm has been making parcel shipping software since 1998. Our solutions have the relevant authorizations and certifications from the shipping carriers (ShipRush is a FedEx Compatible solution). Our out-of-box integrated software integrates with accounting, POS and CRM software from the major publishers (Intuit, Microsoft, and Sage).

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