

"ATS was invaluable in our software selection process. We would highly recommend them as a trusted and knowledgeable advisor for before and after the sale. There were vendor negotiations issue that occurred before and after the sale, and having ATS in our corner helped in the problem resolution."

– Michael Shooster, co-CEO  
Global Response 3PL

# ATS Helps eCommerce Fulfillment Leader Make the Smart Tech Choice

Michael Shooster is co-CEO of Global Response, a family-owned business based in Ft. Lauderdale, FL which was started by his father in 1974. Global Response 3PL operates from a secure, climate-controlled 40,000 sq. ft. warehouse today storing various products including cream, clothing, shoes, jewelry, animal shampoos, e-cigarettes, marketing materials, etc.



The company takes great pride in providing the following high value services to their customers:

- eCommerce Fulfillment – “one-stop shop” for e-Fulfillment;
- Full-service domestic and international shipping - products and packages delivered in the most cost-effective and streamlined manner possible, with real-time tracking
- Full integration with existing shopping cart systems and other eCommerce technology
- Pick and pack: gather (pick) all of the individual components of customers’ orders and put them together (pack), shipping them where they need to go easily and simply.
- Portal - Detailed, real-time reporting tools and capabilities
- Reverse Logistics - returns management system with total visibility; and
- Mail Services - customized mail solutions

## Business Challenge

To manage the business, Global Response has been using the same Warehouse Management System (WMS) since 1990. Eighty percent of clients process orders via e-Commerce shopping carts, however, Global Response is currently limited in direct linkage to Shopify and WooCommerce. Most clients simply upload a CSV doc to their FTP site which is then downloaded and entered manually into the WMS. As described below, the current WMS has significant limitations:

- Not 3PL specific
- OK for small clients but too inefficient for big ones
- Inability to track “lot numbers”
- No cross-dock capability, a major pain point as the result is lost revenue opportunities
- Tried to replace the WMS a few years but had a terrible experience with the vendor
- Looked at a number of WMS alternatives but were stuck.

**The solution? ATS. Turn the page to learn how we helped deliver significant ROI . -->**

## About ATS

ATS' team of experts can find the right technology solutions for you, deploy them time- and cost-effectively, manage the change and ensure long-term success. If you need to thrill your customers, operate more efficiently and drive profitability, you need ATS.

**Learn more at  
[advantage-ts.com](http://advantage-ts.com)**

## Project Requirements

- Analysis of the WMS vendors they had on their list and why
- Reviewed Global Response key business requirements, including:
  - Financial, Operational, Customer Service and Sales
  - Communications with customers via e-Commerce shopping carts, portals and reporting
  - Ability to integrate with sophisticated Shipping software
  - Integrate with material handling equipment - automated conveyors, scales, etc.
  - Cloud-based technology
  - Ease of use - learning curve
  - Scalability
- Detailed analysis of WMS vendors abilities to meet the business requirements
- Detailed analysis of integrated Shipping software (rates, labels, tracking and billing)
- Due diligence – customer reference calls, site visits, vendor comparisons
- Contract analysis and negotiation

## Results

ATS was recommended by one of the WMS vendors Global Response was considering to assist in their selection process, clearly understanding that ATS had to maintain an unbiased perspective. After reviewing the list of WMS vendors that Global Response was considering, ATS recommended a few others, including the one which was ultimately selected.

- With ATS involvement, the WMS selection process was completed in 6 months.
- The analysis of the WMS vendors was comprehensive, not merely in their functionality but in their ability to integrate with various e-Commerce shopping carts, shipping software and automated material handling equipment.
- Due diligence – calls were scheduled with the WMS finalists customers and site visits were conducted with the Global Response team. This included a visit to vendor headquarters in Chicago.
- ATS direct involvement resulted in significant discounts for Global Response, above and beyond those they would have achieved independently.
- Global Response not only selected the right vendor, at a great price, they had clarity on their specific project requirements. Professional services for configuration, training and implementation were reviewed up front and documented in the proposal, minimizing risk and maximizing Global Response's ability to manage the project and achieve their objectives.

**Advantage Technology Solutions**

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