

the CaseStack focus

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Merger Expands Supply Chain Service Offerings

CaseStack has doubled in size through a merger with Ohio-based AtomicBox Logistics. This merger provides an outstanding opportunity for both AtomicBox and CaseStack to combine their operational expertise and market coverage to strengthen customer service and quality execution.

Through the merger...value-added warehouse services...national warehousing network...retailer consolidation programs to retailers like Wal-Mart.

Through the merger, CaseStack will be adding AtomicBox's tough-to-execute, value-added warehouse services, including pick & pack fulfillment, to CaseStack's valuable services of web-based logistics technology, a national warehousing network and industry-leading retailer consolidation programs to major retailers like Wal-Mart. The companies provide these services to customers within general merchandise, CPG and commercial industries.

The merger will unite complementary geographies: AtomicBox's significant Midwest and West Coast presence augments the CaseStack footprint in Los Angeles, Portland, Chi-

cago, Dallas, Philadelphia and Atlanta. The AtomicBox Shenzhen warehouse provides for further expansion of service offerings at the front-end of the supply chain to include inbound logistics consolidation and value-added services from China — the growing manufacturing point for many companies.

"This is the story of two great teams that share an identical vision: people who believe in collaborating with retailers and who understand the importance of leveraging technology," stated Dan Sanker, president and CEO of CaseStack.

Growth is something that CaseStack is familiar with. CaseStack's aggressive organic growth has placed CaseStack on *Inc* Magazine's top 500 list of fastest growing private companies.

...service offerings at the front-end of the supply chain to include inbound logistics

CaseStack Technology: Enhances Total Visibility

CaseStack's Supply Chain Management Software Platform sets us apart from the rest — providing information accuracy as well as accessibility that the world's largest companies have enjoyed.

CaseStack's savvy Client Development Managers David Cardadeiro and Hamlet Balleza took a break from building pallets to select the top 5 features of the software that you might not be utilizing, but should be.

1. Minimum Level inventory: Clients can set a minimum level of inventory by warehouse and SKU. If the inventory of a product drops below the given level that you determine, you will receive an email alerting you that your inventory has dropped below the set threshold.

Clients can look at shipping activity per SKU to view trends and forecast future sales volume.

2. Shipping activity: Clients can look at shipping activity per SKU to view trends and forecast future sales volume. Data can be retrieved by date range, warehouse and recipient and is able to be downloaded to MS Excel for further ma-

nipulation.

3. Tracking shipments: Rest easy knowing where your product is at all times. Shipments can be tracked via BOL or PO number.

4. Shortage reports: This feature will provide a view of all possible shortages based on outbound orders submitted to CaseStack for fulfillment. CaseStack is able to calculate a shortage by comparing

current inventory and pending inbounds with all outbound orders. This is a great tool that can lead to further research to examine if the issue is real.

5. User's Rights: The administrator of the account can add other users and control their access to what information is visible. This can be helpful for an executive who wants their assistant to have access to shipment tracking but not activity details or billing information.

A user's guide further describing other facets of the Supply Chain Management Software is available to all clients either online in the documents and resources section of the website, or a printed version can be requested from your CaseStack account manager.



Q&A: CaseStack's Customer Service Helps Growing Clients Thrive to Success

Joe Blunt: VP Customer Service

Q ■ From a customer service perspective, how does a company growing at the rate CaseStack is, with customers who are also facing tremendous growth patterns, stay on top despite frequent fluxes?

A ■ To keep up with exponential growth, our main focus has to be on implementing sustainable, scalable operational procedures with customer-focused metrics to measure performance. Accomplishing this requires the right balance of technology, communication and reporting at all levels of our organization, both internally and externally. That's the challenge. We are constantly looking to make improvements on our website to increase productivity and access to information. With our warehouse partners, we have implemented regular, on-going conference calls and reporting aimed at resolving issues as quickly as possible. We now have a quarterly customer satisfaction survey that we send out to all of our warehouse account clients.

...on-going conference calls, quarterly customer satisfaction survey... 100% RFID-ready

A major driver of our expansion is our customers' growth. While this is great news for both parties, it also creates some interesting challenges for all of us. We are fortunate that we have the combined support of our Sales and Client Development teams, who are very instrumental in staying on top of changes and issues with our clients. As we continue to grow, we need to constantly assess where we are today while also looking into the future to anticipate where we need to be. For example, we are 100% RFID-ready for those customers who choose to use that system. We can handle our internal growth and our customers' growth as long as we take an active approach rather than a passive one.

Q ■ You have come to CaseStack with experience in another industry. How has that experience helped to improve CaseStack's customer service division?

A ■ Service is service, and not surprisingly there are many parallels between the automotive, entertainment, and travel industry roles that I have held in the past. We all know when we receive poor service, whether we are at the grocery store or a restaurant. It all comes down to understanding and exceeding your customer's expectations. That means that you have to talk with your customers and be prepared for honest, straightforward feedback. Establishing your brand, what your company will deliver consistently, is a key component of first meeting and then exceeding client expectations. Each client has their nuances and idiosyncrasies, and we cater to these needs while still holding true to what we fundamentally do well. It's our role to understand our clients' expectations and make them work within the framework of what we do well on a daily basis. My time at Disney and the travel industry have prepared me well in that pursuit, and I am working with the customer service teams to make that happen.

Our CaseStack technology is advanced, allowing clients full real-time visibility.

Similar to a travel brochure, providing content of what a traveler will experience at a destination, we've now created an easy-to-follow Online User's Guide. Not only is it a marketing tool, but it is also a handy reference guide for our website and re-introduces clients to functionality that they may have forgotten or did not know that our site provides. Our CaseStack technology is advanced, allowing clients full real-time visibility. Once they see the benefits, clients are often excited to learn as much as they can. So we meet their expectation by showing them the system and then we exceed them by helping them see the power of the information at hand in managing their end-to-end logistics needs.

Sustainable Choices Plans for Future Growth

Soybeans. The mere mention of this health food invokes thoughts of the fat-free milk substitute in our morning lattes, the low-calorie appetizer at Japanese restaurants, and, of course, tofu. Yet this versatile legume is doing more than cleaning coronary arteries – it's cleaning the environment as well.



suppliers and carriers to use Biodiesel in their trucks. In addition, CaseStack encouraged other companies, such as client O.N.E coconut water, to show their support by becoming a Partner. Partnership opportunities are open to all retailers, manufacturers and Biodiesel providers.

Soybeans are being used to make Biodiesel – a biodegradable, non-flammable, diesel alternative that significantly lowers the amount of harmful emissions into the environment. This past summer CaseStack launched the Green Rebate Program, a nationwide effort to encourage packaged goods

The recently completed pilot phase offered drivers a rebate of 10 cents per gallon – up to \$50.00 – for filling up with Biodiesel. The second run of the program, beginning this fall, has greater incentives because of the new focus on endorsing specific Green Partner Biodiesel stations located in convenient locations.

All Green Partners will continue to be included in many of the numerous marketing efforts, press releases, fliers, mailings, blogs, email blasts and website. Drivers carrying CaseStack loads will be provided with maps and directions to the various Green Partner fueling stations, station coupons and other related information for purchasing Biodiesel.

"I admire CaseStack's passion for promoting Biodiesel because it is driven by a desire to improve the environment," said Tom Verry, Director of Outreach and Development for the National Biodiesel Board (NBB). "We consider the company a Biodiesel trailblazer."

Now that's health food!