

Case Study:

SPEEDMASTER

Overview

Speedmaster, a global leader in aftermarket automotive parts, is a tale of innovation and precision that dates back to 1979. It got its start as Pete's Performance, a modest speed workshop that crafted engines for enthusiasts and has grown into a major manufacturer that designs, tests and produces more than 25,000 engine parts and accessories.

Speedmaster has distribution centers in Los Angeles, Sydney and Shanghai. The company ships millions of products per year, with the majority deploying from its Los Angeles facility to major resellers in the US.

Speedmaster///

Industry

Automotive Aftermarket Parts

ERP

NetSuite

Website

www.speedmaster79.com

Benefits & Key Outcomes



Reduced order processing
time down to 10 seconds



Eliminated manual data
entry tasks



Automated tracking
number assignment

Challenge

Speedmaster is more than a name; it's a way of life for millions of consumers who trust in its aftermarket automotive products to hit the road with speed and agility. Quick and accurate fulfillment is a necessity, but the process became increasingly complex as Speedmaster found itself shipping full pallets and container loads worth of products to resellers around the world.

The company also faced challenges with consolidating shipments across various purchase orders and managing thousands of back orders, which was resource-intensive and prone to human error. As Speedmaster took total ownership of its rapidly expanding global operations, it realized it needed a shipping solution that would automate manual processes and pave the way for future growth.

Solution

With ShipHawk's support, Speedmaster has streamlined its shipping process and eliminated the need for manual input, bringing its material handling time down to a maximum of 10 seconds per order and reducing the risk of human error.

Speedmaster fills an average of 7,000 purchase orders per day and ShipHawk consolidates every shipment, making it easy for the company to pick, pack and ship across multiple purchase orders. The solution also automates shipping requirements such as the application of tracking numbers, eliminating an otherwise time-consuming and error-prone manual task.

"One simple, awesome ShipHawk feature is that it'll go back, and that one tracking number will be automatically dispersed through all 50 purchase orders," said Jason Kencevski, CEO of Speedmaster. "You don't even have to click a button; it just happens. It's pretty cool."

The elimination of manual data entry tasks since implementing ShipHawk has been transformational, enabling Speedmaster to increase speed and accuracy while also building a more positive workplace culture. "Before ShipHawk, the ability to make a human error was there, and now it's not. People who come to work are doing things that make them successful, like picking an item off the shelf, clicking four buttons and moving on, as opposed to doing data entry where there's a lot of opportunity to make mistakes," said Kencevski.

With ShipHawk at Speedmaster's side, the sky's the limit for continuous improvement and creative problem-solving. Gone are the days of worrying whether the company's shipping solution can solve complex challenges, such as managing multiple purchase orders in one shipment.

"The best thing about the people we work with at ShipHawk is they're always one step ahead," said Kencevski. "If you have a question, they have a solution. We continually ask questions and raise the bar."



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Jason Kencevski, CEO