

# Integrated parcel shipping that's customizable at scale.



“ We went live in all 3 Manhattan WMS DC's close to peak holiday season with minimal issues. This gave us the confidence to utilize ProShip in other areas of the business. We are happy to tell that story.

- KEVIN NORSEN, DIRECTOR SUPPLY CHAIN SYSTEMS & ANALYTICS, ULTA BEAUTY

## REQUIREMENTS

- Shipping platform must support continuous e-commerce growth
- Ship-from-store functionality
- Strong ease of use and flexibility
- Minimal cost of ownership
- Integrate seamlessly with Manhattan WMS, IBM Sterling OMS and SAP ERP
- Seamless functional fit and technical fit
- Solid references from similar ProShip clients

## CHALLENGE

Ulta Beauty is the largest U.S. beauty retailer and the premier beauty destination for cosmetics, fragrance, skincare products and salon services. The retailer boasts more than 1,275 locations across the country and sells more than 25,000 products under 600 brands. In 2018, Ulta Beauty experienced rapid e-commerce growth and needed a solution that was scalable and flexible enough to meet increased needs. The company sought a shipping solution to seamlessly integrate with Manhattan WMS, IBM Sterling and SAP to deliver orders to guests swiftly. Additionally, in late 2020, Ulta Beauty had plans to implement a ship-from-store strategy to improve delivery speeds to customers.

## SOLUTION

Ulta Beauty submitted an RFI for more information from a variety of solutions to find the best fit. ProShip was among three vendor finalists, and came equipped with several strong references. After analyzing functional, technical and vendor alignment as well as total cost of ownership,



Ulta Beauty selected ProShip multi-carrier shipping software as its partner of choice. The decision was based in part on ProShip's flexibility with customer requirements, scalability, solid integrations with key technologies, out-of-the-box carriers/labeling and strong references with similar needs.

ProShip also equipped Ulta Beauty with Advanced Date Shopping in distribution centers and stores which maximizes shipments ability to be delivered by a promised date.

## ULTA BEAUTY'S BENEFITS

- Seamless out-of-the-box integration into current enterprise technology stack
- Streamlined business rule management for fulfillment
- Scales in conjunction with growth
- Easy implementation before peak season in 3 DC's, with ship-from-store implementation completed before the next peak
- New FedEx services and last-mile fulfillment capabilities
- ROI in multiple distribution centers with rate shopping and carrier labeling