



IFS SmartFreight® Case Study

"IFS SmartFreight® has enabled us to display actual courier pricing options on the shopping cart for clients when purchasing online, ensuring accurate courier cost recovery. In addition this allows for the seamless transfer of information from the website into SmartFreight® which has resulted in us being able to despatch rapidly with greater accuracy to our clients."

For other dispatch requirements, IFS SmartFreight® has enabled our warehouse to choose the right courier for each and every despatch as well as to create all the relevant documents for the chosen courier. This has resulted in substantial operational and freight cost savings for us."

Steven May, Financial Director, Redfern Labels
11 Bosmansdam Road, Milnerton
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Summary

Key Objective:

Standardisation of systems across all transport couriers automatically providing data to and using data from our online shop.

Key Achievement:

Increased despatch efficiencies with major freight cost reductions.

Industry:

Printing client specific labels, photo paper, notarial seals, signs and transparencies for rapid timely delivery.

Solution:

IFS SmartFreight® Professional and IFS SmartFreight® Online.

Provider:

Interactive Freight Systems — South Africa

Client Comment:

"The Redfern brand has ultimately become an industry icon that delivers on the reliability that it promotes" says David Boolsen, CEO of Redfern.



Client Overview

Redfern Labels is South Africa's leading branded stationery label manufacturer and distributor of customised Redfern Labels with a significant presence locally and internationally. Since their establishment in 1990, Redfern have been committed to producing top quality products based on clearly defined global quality and compatibility standards that best suit each of their clients' requirements. To ensure that Redfern's clients operations run as smoothly as possible, their knowledgeable representatives offer template support, including printer and computer set-up and other printing advice.

Objectives

To streamline despatch operations to a unified single system across all couriers including:

- The ability for the solution to provide real-time courier pricing options for display on the website allowing online purchasers to make their own delivery choices.
- The need to implement automatic and seamless route optimisation allowing for the most cost effective service to be chosen by the warehouse.
- The need to automatically reconcile courier invoices.
- An effective solution where the warehouse could report on all freight movements and accurate freight costs automatically.
- Improved customer service by informing clients of freight despatch and to accurately answer clients enquiries on their deliveries.

Solution

IFS SmartFreight® Professional with Online integration, focussing on bi-directional website integration, courier pricing, documentation production, invoice reconciliation and management reporting.

Achievements

- One system for all couriers used, with all freight options and documentation produced at despatch time.
- Significant time efficiencies, operational and freight cost savings.
- Reconciliation of courier invoices within minutes
- Extensive reporting capabilities covering all freight despatches.
- Seamless bi-directional interface with online web site.
- Providing accurate automatic notification to customers of freight despatch details.



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