

Case Study:

SMARTE CARTE

smartecarte

Industry

Leisure and Travel
Equipment/Services

ERP

NetSuite

Website

www.smartecarte.com

Overview

Smarte Carte is one of the world's largest providers of leisure and travel equipment, self-service rental kiosks and related support services. Millions of weary travelers, busy parents and individuals with limited mobility rely on Smarte Carte's luggage carts, lockers, strollers, wheelchairs, massage chairs and shopping carts to ensure their overall experience in public places is convenient, comfortable and safe.

Established in 1970 and headquartered in St. Paul, Minnesota, Smarte Carte's products can be found in over 3,400 airports, malls, amusement parks and high-traffic destinations in the US, the UK, Ireland, Canada, Singapore, Sweden, Norway, Australia, and New Zealand. With a commitment to quality and reliability, Smarte Carte continues to experience exponential growth.

Benefits & Key Outcomes



Significant savings through
shipping rate shopping



One of 15 NetSuite integrations, but
the only one to be completed on time



Fast, responsive
customer support

Challenge

Self-service rental kiosks are a business that never sleeps, especially in international airports that welcome tens of thousands of travelers daily. Smarte Carte's essential services are always in high demand and it's under constant pressure to get products into the hands of venues as quickly as possible. Overnight or two-day shipping is often required, but Smarte Carte's previous shipping solution didn't support rate shopping or robust tracking. As a result, the company struggled to select the best carrier and service level for the job, making it increasingly difficult for Smarte Carte to scale its operations cost-effectively.

In addition to providing physical equipment, Smarte Carte is responsible for maintaining and cleaning its products and kiosks to ensure the ultimate customer experience. Leadership needed to ensure the warehouse team could quickly locate and ship orders for repairs or maintenance, and everyone involved would know exactly when the order would arrive. After first selecting NetSuite as its new ERP, the ideal solution would also need to integrate seamlessly with NetSuite and keep the integration on track as Smarte Carte was implementing 14 additional systems into NetSuite simultaneously.

Solution

To address these challenges, Smarte Carte implemented ShipHawk's advanced shipping solution and immediately began taking advantage of its shipping rate shopping feature. "The savings we realized in ShipHawk with rate shopping is amazing," said Wiseman Sikakane, Director of Information Technology at Smarte Carte. "Now we can analyze all of the data and see which shipments should be overnight or second day."

ShipHawk's seamless integration with NetSuite was also a deciding factor for Smarte Carte. As is the case for most businesses, technology management becomes more complex as an organization grows. Smarte Carte needed a flexible, scalable shipping solution to communicate with NetSuite in real-time. "When we selected ShipHawk, we were working on 15 necessary integrations. ShipHawk was one of those 15, but during the implementation, ShipHawk was the only one that was on time and ready to go," said Sikakane.

"ShipHawk is very good for our support services team, as well as our warehouse team," said Sikakane. When the maintenance team finds a kiosk or product that needs a replacement part, it's easy to coordinate and ultimately get the right product shipped. "They can create a sales order that's sent straight to the warehouse. Everybody gets a tracking number and the support services team knows when the product will arrive so it can be quickly installed," said Sikakane.

"We love ShipHawk. It is the best integration partner that we have, and the support team is very, very good," said Sikakane.



“The savings we realized in ShipHawk with shipping rate shopping is amazing.”

Wiseman Sikakane, Director of Information Technology at Smarte Carte.