



## CASE STUDY: FULFILLMENT



As America's Medical Superstore, allheart.com carries everything from scrubs to shoes to stethoscopes. With a growing business, allheart needed a full-service, custom fulfillment solution. The company turned to Saddle Creek Logistics Services.

### The Challenge

From engraved stethoscopes to embroidered lab coats, the prompt delivery of personalized items sets allheart apart. To get orders to customers quickly, accurately, and cost-effectively, the company needed a more strategic location, enhanced personalization capabilities and improved visibility.

### The Solution

Saddle Creek implemented an order management system (OMS), which integrates directly with allheart's proprietary ERP and feeds into the 3PL's warehouse management system (WMS). This seamless integration provides complete visibility to allheart's customer orders, allowing the company to make more informed decisions on what inventory to keep on hand for rapid customer order fulfillment. Saddle Creek's OMS also manages order splits according to allheart's specific business rules, as well as handling consumer credit card payments. In addition, the OMS provides a succinct user interface for allheart's customer service department to manage and update customer orders, as well as provide customers' real-time information on where their order is in the fulfillment process.

### The Results

allheart now has a fully integrated IT solution providing them with the ability to stay on top of their customer orders. Integrating the new OMS allows allheart the capability to ship orders quickly, make better inventory decisions, keep up with spikes in customer demand, and reduce cost.

"With Saddle Creek, I can now spend my time running my business, and I don't have to worry about the warehouse or call center anymore," says allheart CEO Richard Pope. "Now we're in growth mode, and I really look forward to growing our business and partnering with Saddle Creek."

**“ In my mind, what set Saddle Creek apart was their technology, their flexibility and their ability to design a process for my business.”**

Richard Pope  
CEO  
allheart

### allheart

**Industry:**

Medical apparel & equipment

**Business Profile:**

Largest online store for medical professionals

**Quick Facts:**

- Founded in 1995
- Largest online store for medical professionals
- Senior management team has over 100 years combined experience in health care, retail, manufacturing & catalog merchandising
- 100% satisfaction guarantee



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