



# Full speed ahead

Stem-to-stem shipping improvements help Pro Marine  
serve customers worldwide



## Challenge:

To meet intense competition, Pro Marine needed to speed up its inventory, ordering and shipping processes to deliver parts faster to its customers.

## Solution:

The company integrated WorldShip® with its own in-house inventory systems. Pro Marine can ship 400 packages a day in eight hours, when it used to take at least an hour longer. Orders ship out the same day, even if received as late as 5:30 p.m.

Whether you are harvesting king crab off the storm-tossed Alaskan coastline or just fishing for bottle bass on a lazy weekend in northern Wisconsin, a boat engine that fails can ruin your whole day — or your entire vacation.

That's where Pro Marine USA comes into play. The Palmetto, Fla., company manufactures aftermarket parts for inboard or outboard marine engines. It also offers original equipment parts from makers such as Mercury, Evinrude and Yamaha, and is the go-to company for many boat mechanics.

"Most of our customers don't have the money to stock inventory, so our biggest problem is local competition and people who sell on eBay," says Tony December, Pro Marine's general manager. "But there's more to this business than price — people will pay for value and quality when it comes from a reputable source, especially when you can get it to them quickly. That's why we want to get our products into their hands in one or two days. It's really just-in-time fulfillment — and speedy delivery is essential."

## Reining in import costs

When December joined Pro Marine three years ago, he had a vision of where the company could grow and how he could help improve things. First, he took control of inbound shipping from Pro Marine's suppliers all around the world. "Until I came onboard, there was no effort to control how product was sent to us," December says. "That was left up to the manufacturers, who were all using different freight forwarders, who all took a percentage."

He turned to UPS for help with logistics, including container shipments and customs brokerage. "I estimate that using UPS has saved us 35 percent on inbound shipping costs alone," December adds. "That doesn't count the savings in time and headaches."

## Speedy processing

With the inbound side of the business under control, December turned his attention to domestic shipping processes. "Before I came aboard, inventory was all handled manually, with no barcoding or online tracking. Now every item, every bin and every shelf is barcoded," December says. When an order is processed, it's checked against a bar-coded invoice and enters Pro Marine's in-house management system.

"Other companies have to give customers a cutoff time," December says, "but since we've streamlined with UPS, you can call us at 5:30 p.m. and we'll still ship that same day."

He credits that to integration. The company uses UPS Developer Kit APIs (application programming interfaces) on the Pro Marine website, which integrate with WorldShip® and Pro Marine's invoice and inventory systems.

"If a customer calls late in the day to place an order, our system 'speaks' to WorldShip and tells it to print a label," December says. "We can pick and pack a shipment in 10 minutes."

Now, Pro Marine can ship 400 packages in an eight-hour day, when it used to take at least an hour longer, if not more. "WorldShip integration is key to running an organized and efficient business," December says. "UPS has been an integral partner to making us faster and more competitive."

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# Less Risky Business

## Safeguard your goods when shipping in the U.S. or abroad

Cargo Insurance through UPS Capital Insurance Agency\* covers shipping risk, warehouse risk or other contingencies — and can improve cash flow. Here's how it works:

### Determine your insurance costs

A big benefit of Cargo Insurance is that it is multimodal and multicarrier — covering inbound or outbound shipping.

### Estimate your shipment values

With Cargo Insurance you eliminate transaction-based coverage and pay a single annual premium based on total shipment values.

### Analyze your needs

A specialist will gather information about your shipping process and the annual values.

### Receive a firm quote

UPS Capital Insurance Agency works with insurance underwriters and shops coverage to get you the best possible quote based on your specific needs.

\*Insurance is offered through licensed insurance producers affiliated with UPS Capital Insurance Agency, Inc., and other affiliated insurance agencies, which are wholly-owned subsidiaries of UPS Capital Corporation. The program is governed by the terms, conditions, limitations and exclusions set forth in the applicable insurance policy. Insurance coverage is underwritten by a national insurance company and may not be available in all jurisdictions.