



Scalability: Growing Your Business With Webgistix

A Conversation With Ryan Pamplin, CEO of Ryactive/Default Case

FULFILLMENT CENTERS UTILIZED



SHOPPING CART SYSTEM



Do you view order fulfillment as a strategic aspect of your business?

Absolutely. We are building a brand. We want every aspect of the customer experience to be outstanding. That starts with order fulfillment. We want to get the product delivered quickly and reliably, setting a positive tone for our relationship with the customer.

In fact, by outsourcing our fulfillment to Webgistix, our customers often receive their orders sooner than expected. That helps build trust and loyalty among our customers, and it is helping drive referrals.

What added value is Webgistix bringing to your business operations?

We launched the DefaultCase brand less than a year ago. We're now shipping over 2000 orders a day. That is pretty significant scalability in a matter of months.

DefaultCase is the fastest-growing brand of cell phone cover in the U.S. I don't think we could have scaled so quickly if we were handling fulfillment in-house. By outsourcing, we're essentially moving fulfillment into the cloud. For all practical purposes, we have limitless warehouse space. And, we didn't have to divert any capital into building out our fulfillment operations.

Most importantly, we can devote all our energy to building our company.

Why did you believe Webgistix would be the right fulfillment partner for DefaultCase?

We looked at a number of options. Ultimately, the deciding factor was service. Webgistix is truly a service-oriented company. They care about our business and they work hard to help us succeed. They have a great staff and they are extremely responsive.

In addition, their distribution centers are clean and modern. And, the fact that they have distribution centers on the East and West Coasts helps us keep shipping costs down and shortens delivery time.

Webgistix's SmartFill platform is another big plus. It integrated quite easily with our Magento shopping cart, and the reporting features in SmartFill let us maintain complete control over fulfillment. I really feel like Webgistix is an extension of our company.

What's next for DefaultCase?

We have a number of exciting products coming to market soon for Android, BlackBerry and iPod users. We are also developing solutions for laptop users, and we are looking at some exciting distribution opportunities.

It gives us peace of mind knowing that Webgistix is ready to handle our growth. Fulfillment is one very important aspect of our business that I don't have to worry about. I can stay focused on developing great products for our customers.



default case



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Success Story



Celebrating 10 Years Of Innovation: 2001-2011

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World Class Order Fulfillment



About DefaultCase & Ryactive

DefaultCase makes iPhone 3 + 3GS + 4 cases and has decided to give consumers the cases for \$0.01. We'd rather give away millions of \$0.01 cases than dump all of that money into marketing. We know that once you try one, you will be hooked for life.

DefaultCase was created by Ryactive, a media conglomerate composed of creative geniuses, which is really just a fancy way of saying that we do a lot of different stuff. This includes television commercials and online advertising for dozens of Fortune 500s and brand names including Snickers, Ben & Jerry's, Netflix, and American Express.

We reinvest our revenue from our advertising efforts into creating new products, services, technologies and making investments in startups and acquisitions. DefaultCase is an example of such efforts.



About Webgistix

Webgistix is a global leader in eCommerce order fulfillment that operates bi-coastal fulfillment centers that serve hundreds of established eCommerce retailers.

Webgistix delivers SmartFill, Cloud-based technology that works with all major shopping carts and is optimized for mobile commerce.

Webgistix customers outsource their order fulfillment to Webgistix to eliminate fixed overhead, increase the speed and accuracy of their global order fulfillment, and retain control and visibility over their fulfillment operations. For more information, visit www.webgistix.com.



Webgistix Corporation Headquarters
127 East Warm Springs Road
Las Vegas, Nevada USA 89119
www.webgistix.com
twitter.com/webgistixglobal
sales@webgistix.com
1.866.983.7447