

# Incipio Enhances Order Fulfillment with Descartes Ozlink™ for NetSuite



With expansive growth in order volume, Incipio needed a hyper-efficient, integrated warehouse management solution. Outdated, paper-based processes led to inaccurate and delayed order fulfillment and it was challenging to scale to meet increased demand.

Descartes Ozlink™ for Netsuite automated and streamlined Incipio's order fulfillment processes to increase productivity, reduce costs, improve accuracy, and optimize inventory control.

“We’ve seen an enormous improvement in fulfillment efficiency—at least 80%. With instant order verification, wireless barcode scanning has dramatically improved our picking, packing, and shipping productivity. And we can create labels automatically without having to shuffle hand-written documents from the warehouse to the office. Descartes OzLink has been a total lifesaver.”

**Martin Kudo**

WMS IT Manager, Incipio

**Company Profile**

Incipio  
Mobile Accessories and Technology

**Descartes Solution**

Descartes Ozlink for Netsuite

**About the Client**

Incipio is a global technology provider operating a diverse portfolio of premium owned and licensed lifestyle brands to meet the needs of today's active mobile consumers.

**Quick Overview****Challenge**

Increasingly complex shipping, warehouse, and logistics requirements.

**Solution**

Descartes Ozlink for NetSuite simplified fulfillment and accelerated the distribution of more than 250k units per day.

**Results**

- Greater Accuracy
- Increased Efficiency
- Tighter Inventory Control
- Decreased Costs

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## Challenge: Supporting Expansive Growth

The rise of mobile, technology-driven lifestyles drastically increased demand for Incipio's products. In a few short years, order volume grew from 50k to 250k daily units and put tremendous pressure on logistics operations.

Especially during peak seasons, Incipio's inefficient paper practices could not keep pace with increasingly complex shipping, warehouse, and logistics requirements. "We had to write everything down—weight, number of pieces, quantity, pallet dimensions, etc.—and take the hand-written documentation to the office to print labels; no one in the warehouse could print a label," said Martin Kudo, WMS IT Manager, Incipio. "It was extremely backwards and inefficient."

## Solution: Automated Fulfillment Streamlines Processes

Recognizing their need to adopt modern solutions for their warehouse operations, Incipio deployed Descartes OzLink for NetSuite to automate shipping processes with key carriers at its Irvine, CA location. ASN automation for large retail partners and bar code scanning followed. With the acquisition of a mobile accessories provider and its warehouse, Incipio has started to move some fulfillment to Nashville to take advantage of its location as a more central shipping hub. Descartes OzLink is a key component of these new operations.

By integrating seamlessly with NetSuite and carrier applications, Descartes OzLink has streamlined Incipio's pick, pack, and ship processes. Using mobile barcode scanners, warehouse employees pick single and multiple orders at much greater levels of efficiency and accuracy than before. The system also makes it easy to verify orders during the process, including ASNs.

"Descartes OzLink has completely modernized fulfillment for us."

## Results:



### Greater Accuracy

Order validation with barcode scanning reduced picking errors dramatically. Automated labels and packing lists and seamless integration between Descartes OzLink, NetSuite, and various carrier applications has also increased order accuracy.



### Tighter Inventory Control

Wireless, mobile barcode scanners enable better inventory visibility and support daily cycle counts. With Descartes OzLink, Incipio no longer needs to shut down warehouse operations for a full day to perform annual physical inventory counts.



### Increased Efficiency

Implementing barcode scanning into the warehouse has streamlined the order fulfillment process to handle routine and high volumes efficiently. Multiple order picking, automated labels, and elimination of paper-based processes have boosted productivity.



### Decreased Costs

Descartes OzLink has helped Incipio save money by eliminating inefficient, error-prone manual processes, reducing warehousing costs with better inventory control, and decreasing labor costs through increased productivity.