



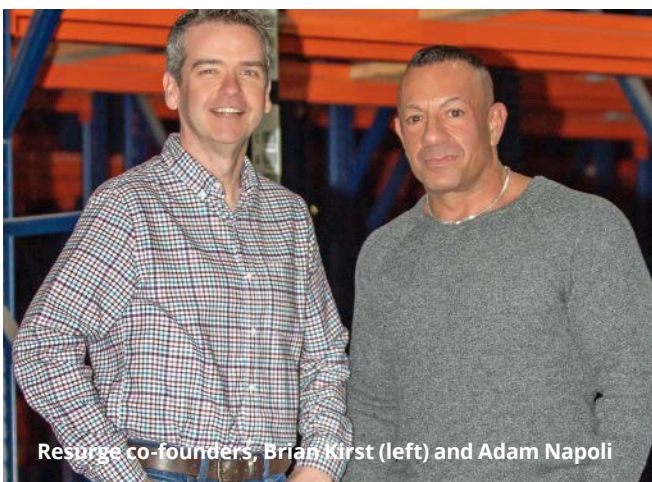
Customer: **Resurge Fulfillment**
Industry: **3rd Party Logistics**
Location: **Freehold, New Jersey and Reno, Nevada**
Warehouse size: **118,000 ft² (NJ); 90,000 ft² (NV)**
Operation: **DTC fulfillment associate**
No. of users: **12+**
Implementation: **Full remote implementation in 10 weeks (NJ) and 5 weeks (NV)**
Integration requirements: **Multiple shopping carts and ERP host systems**

The challenge

New Jersey based order fulfillment specialist, Resurge, provides state of the art e-commerce solutions to companies striving to build their brands and extend their influence beyond the sales transaction.

With 118,000 sq ft headquarters in Freehold and a new West Coast DTC center in Reno, Nevada, Resurge focuses on providing third-party-logistics (3PL) services for firms and start-ups positioned for significant growth. The company, therefore, required a WMS with the flexibility and scalability to adapt and grow with it and its customers' rapid strategic expansions.

What's more, Resurge was due to go live on the East Coast with most of the US under a stay at home advisory during the COVID-19 pandemic, so the WMS provider had to be able to overcome unprecedented logistical challenges caused by travel restrictions and available labor.



Resurge co-founders, Brian Kirst (left) and Adam Napoli

"SnapFulfil is one of our most valuable partnerships. The ability to leverage their support services as if they are an extension of our core management team is another key component of our ability to succeed in the future."

Brian Kirst, Co-founder

The solution

In order to capitalize on demand, Resurge Fulfillment onboarded quickly and efficiently with WMS technology innovator SnapFulfil, who were able to support them remotely, so that they excelled with the application - including regular online training meetings to ensure the Resurge team was able to access and test the solution.

Despite travel restrictions preventing the usual on-site training and go-live support, plus limited labor for user acceptance and training, this collaborative approach - based on trust and mutual respect - meant they were able to complete an efficient, detailed and quality implementation.

Little wonder really, because with SnapFulfil a fully-realized Software-as-a-Service (SaaS) provider, with its DNA 'in the cloud,' their geographically dispersed implementation and support teams have properly mastered remote augmentation.



The benefits

The ongoing pandemic has seen Resurge come to the rescue of small to medium sized providers affected by labor shortages and health issues, plus those sellers left homeless by Amazon's move to shipping essential items only.

Thanks to the easy configurability of the SnapFulfil WMS, customers were rapidly integrated into the system.

Subsequently, Resurge grew its customer base from zero to 25,000 orders per month, in under 10 weeks during the Covid-19 chaos, with a view to hitting 125,000 orders by the November/December holiday season time.

Co-founder and chief strategy officer, Brian Kirst, explains: "Our previous fulfillment business Total Reliance (which my business partner Adam Napoli and I sold to a leading Chinese logistics concern in 2017) first utilized SnapFulfil and enjoyed revenue growth of more than 800%, plus the same efficiencies, accuracy and cost effectiveness.

"So, we completely trusted them to get our remote implementation right the first time and in just a matter of weeks, plus they bring a level of support which, in my experience, goes way above and beyond the industry standard.

"The SnapFulfil WMS has always been our differentiator and on launching Resurge we didn't even consider any other system. We attribute our success to having the right WMS in place and SnapFulfil has bespoke functionality totally relevant to our business as a progressive type of 3PL.

"What's more, it gives us confidence and credibility to pursue prospects that might not otherwise select such a new style 3PL and DTC fulfillment associate."



The future

With Resurge being an early adopter of SnapFulfil's newly-redesigned rules engines, plus some new functionality, the latest partnership initiative means Resurge can now self configure and implement certain improvements and amendments itself, for even greater responsiveness, independence and control.

The Super User Training Program illustrates how SnapFulfil is configured to meet existing operational needs and process requirements, as well as those of the future.

"All of the remote implementation and setup at Reno has gone according to plan. Our partner there is now fully geared up to provide a faster and more adaptable order fulfillment and e-commerce service."

Brian Kirst, Co-founder