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## Purolator

### Largest Canadian Courier Deploys E-Ship Services Using AirLink® Gateways

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#### APPLICATION: BUSINESS CONTINUITY

#### CUSTOMER CRITICAL CHALLENGE:

- E-Ship™ Server on-site business solution handle high volume transactions at customer sites and require reliable connectivity for accurate invoicing

#### SOLUTION:

- Installation of over 1000 AirLink® gateways reduced by 20%

#### BENEFITS:

- Reduced capital costs by eliminating landline installs
- Secure and reliable connectivity
- Quick and simple activation
- Portability for requirements

From automated solutions to 24 hour pick up and delivery, Purolator provides customers with the services and customized solutions required to get their shipments across town or around the

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world. A Canadian company, Purolator has an extensive service network, with approximately 12,000 employees, over 5,000 ground vehicles and Canada's largest dedicated air express fleet.

As the country's largest courier, Purolator has the most extensive delivery network in Canada, providing coverage to over 825,000 postal code areas. Overall, Purolator processes over 5.5 million pieces (delivery and pick up) each week for destinations across Canada and globally. Based in Mississauga, Ontario, the company's corporate culture encourages involvement and thrives on communication.

## **BUSINESS CHALLENGE**

Purolator offers a variety of shipping solutions for businesses and consumers. One such solution is a cost-effective turnkey shipping system installed in high volume customer sites, typically a warehouse or mailroom used as a company's distribution or fulfillment centre. The shipping system – called Purolator E-Ship™ Server (ESS) – allows a customer to print shipping labels on site, with the transaction information collected by Purolator for regular invoicing. ESS is a flexible and feature-rich application that can be easily integrated with customer warehouse management software (WMS) or enterprise resource planning (ERP) systems.

As part of a recent investment program, Purolator chose to upgrade to an IP-based user application in order to more effectively roll out enhanced features and functionality to its ESS customer base. To do so, the company moved away from the non-IP phone line connection used to connect to its back-end systems. While the company is able to utilize the landline data links available from some customers in dedicated buildings, many of Purolator's customers are located in multi-use buildings where piggy-backing on Internet connectivity is not allowed and/or new landline installation is both time and cost prohibitive.

"We deploy our E-Ship Server shipping solutions into many diverse environments," explained Sam Hutcheon of Purolator's Customer Automation Client Services. "We needed a new way to connect ESS to our back-end systems to pull the transaction information and data updates required for accurate invoicing."



## **SIERRA WIRELESS AIRLINK® SOLUTION**

In order to provide the flexible, fast and efficient network that was needed to support this transition, Purolator partnered with Rogers Communications Inc. to provide a wireless solution utilizing the Sierra Wireless AirLink® gateway for dependable, always-on connectivity. Purolator chose this solution because it is built on a powerful platform and processing environment that provides remote monitoring and two-way communications required to meet Purolator's needs in operating and supporting the remotely deployed application. The intelligent cellular gateway enables remote data collection, and its sleek, compact form factor enables integration within existing infrastructure and equipment.

"We use the ACEmanager™ one-to-one remote management tool to do all of our device configuration and setup," said Hutcheon. "Everything goes out preconfigured; each device is a basic mirror of the others, with the only change being the device name."

Hutcheon also commended the support provided by Sierra Wireless' field service engineers, who were "instrumental in helping us understand what we could accomplish with the wireless devices, the management of the deployed inventory and how we could create a secure environment." Since deploying the first ESS system, Purolator has implemented a total of 1250 systems using the AirLink gateway. With transaction speeds increasing with each new generation of cellular technology, Hutcheon is pleased with the performance of ESS and calls the integration of AirLink devices into Purolator's back-end systems and equipment "seamless."

## **RESULTS**

The quick and easy configuration and setup of the AirLink gateway has significantly reduced the waiting time for new ESS customers.

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“One of cellular’s big advantages is that it is so much quicker to deploy than a new landline,” explained Hutcheon. “Cellular has cut our required leadtime from 8 – 10 weeks down to just days.” And that immediacy translates to improved customer service, as well as potential for quicker revenues for Purolator as customers get almost instant access to their shipping systems.