

# Case Study:

## SPRINGFIELD LEATHER



### Overview

Artisanal leather manufacturing is a family affair for Kevin Hopkins, a former aspiring musician who found a new love in leather crafting while hunting for the perfect guitar strap. The opportunity of a lifetime arrived in 1999 when Hopkins purchased the Tandy Leather Store in Springfield, Missouri, and the Springfield Leather Company was born. The business, which now has two generations working behind the counter, has one location with a warehouse that supports 20,000 SKUs and a vibrant eCommerce platform with 8,300 SKUs. Springfield Leather supports the leather crafting process from start to finish with dozens of premium leather materials, threads, sewing machines, digital patterns and accessories.

#### Industry

Leather Crafts Supplies  
(Distributor)

#### ERP

NetSuite

#### Website

[www.springfieldleather.com](http://www.springfieldleather.com)

### Benefits & Key Outcomes



Seamless integration  
with NetSuite ERP and  
NetSuite SuiteCommerce



Reduced order  
processing from 30  
minutes to mere seconds



Automated, accurate  
shipping rates in  
eCommerce cart

### Challenge

As order volume increased and Springfield Leather prepared for the next stage of growth, it realized it could no longer afford long lead times on order processing or a lack of automation in its fulfillment process. The company implemented NetSuite ERP and the NetSuite SuiteCommerce eCommerce shopping cart module in 2016, but its previous shipping solution's integration was lackluster and it had limited options for customization without intensive IT or development resources.

Springfield Leather initiated the search for a new shipping solution that not only integrated seamlessly with NetSuite and SuiteCommerce, but also featured a user-friendly interface that didn't require additional IT or development support. The perfect solution needed to offer accurate multi-carrier rating in the shopping cart, automation via dynamic business logic and exceptional customer support. It found everything it needed and more in ShipHawk's shipping software for NetSuite.

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### Solution

With ShipHawk in place, Springfield Leather now enjoys the benefits of a fully integrated ecosystem where information is passed between its ERP, shipping and eCommerce shopping cart solutions in real-time. The days of waiting 30 minutes to two hours to process orders are over, and so is the risk of shipping out duplicate orders or failing to satisfy next-day shipping requests.

As soon as an order is placed in their shopping cart and synced to NetSuite, it also automatically syncs to ShipHawk. “The order fulfillment process is automated, immediate and anyone on our team can do it,” said Anthony Williams, Digital Media Coordinator at Springfield Leather. “One of the cool things with ShipHawk is that within seconds, we have real-time reporting on what’s been put into the system.”

“ShipHawk is very good at being able to sync order details in real-time as well as the ability to set up rules to guide the customer as to what shipping methods they can and cannot choose,” said Williams. Springfield Leather’s goods come in all shapes and sizes and it leverages ShipHawk’s dynamic business rules to automate the rating and fulfillment process, whether a customer is ordering premium leather by the foot, flammable items or even digital downloads.

“One of the most useful features is the ability to apply rating rules and shipping policies in ShipHawk and have that affect the rates that populate to the customer in our SuiteCommerce shopping cart,” said Williams.

The company uses rating rules to remove certain shipping options, such as next-day shipping for flammables that require ground transport, and carrier masking to ensure the best possible checkout experience. Customers only have to select how quickly they want their order and ShipHawk and SuiteCommerce handle the rest, including processing the order in real time, providing accurate rates and enabling a transparent fulfillment process from the shopping cart to the customer’s doorstep.

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**Digital Media Coordinator at Springfield Leather**