



### Company Profile

**Kwik Goal**, Quakertown, PA  
www.kwikgoal.com

**Industry:** Sporting Goods Manufacturer

**Varsity Products:** ShipSoft-Parcel™

**Shipping Volume:** 150-300 parcels per day

**Number of Shipping Locations:** One

**Carriers:** UPS

**ERP:** VAI System 2000

“We’re very pleased with our investment in VAI and Varsity. Kwik Goal has improved customer service, reduced development costs, and increased shipping capabilities. The biggest payoff, however, is both company’s commitment to work together to keep us satisfied.”

—John Huhn, MIS Director

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## Kwik Goal Scores with Supply Chain Software from VAI and Varsity

Kwik Goal is known for its tough soccer equipment. The company ships soccer goals, balls, and accessories to 2,000 dealers across the United States. During the summer peak season, Kwik Goal ships over 250 parcels a day from their 86,000 square foot warehouse in Pennsylvania.

Most of the company’s shipments ship via UPS. For several years, Kwik Goal relied on the UPS PC-based shipping software, including UPS MaxiShip, UPS Online, and UPS WorldShip. However, as Kwik Goal expanded operations, they were hampered by the limitations of their carrier-supplied software.

With each UPS directed upgrade, Kwik Goal needed to make modifications to their VAI interface. These software code changes cost several thousand dollars a year and required MIS support throughout the switchover week. In addition, the UPS software could not be customized to fit Kwik Goal’s unique shipping processes.

Another major concern with the UPS PC-based software was the data disconnect between the PC-based system and the IBM iSeries. Information on processed orders relied upon batch uploads to the IBM iSeries at the end of each day. Without company-wide access to real-time shipping information, customer service suffered.

A VAI customer for eight years, Kwik Goal wanted an integrated IBM iSeries shipping system that matched the reliability and feature functionality of their VAI System 2000 order entry, accounting, billing, and manufacturing software.

After looking at several shipping software packages, Kwik Goal selected Varsity’s ShipSoft-Parcel. The decision was based on Varsity’s strong industry reputation, product functionality that matched Kwik Goal’s needs, and a proven partnership with VAI.

By implementing ShipSoft-Parcel, Kwik Goal's entire shipping process is automated. ShipSoft-Parcel manages the selection of carriers, optimizes shipment pricing, and ensures label and manifesting compliance for major parcel carriers. ShipSoft-Parcel also performs additional value-added services such as hundredweight consolidation, document generation, and maintains detailed historical information on all shipments for reporting purposes.

Varsity's long-standing relationships with all of the major U.S. parcel carriers ensure that Kwik Goal always has the most accurate rates. "Carriers are pros when it comes to the transportation of packages, but Varsity is an expert in shipping software," notes John Huhn, Kwik Goal MIS Director. "Kwik Goal needed top of the line shipping functionality, and that is what we have with ShipSoft."

Integrating the two systems was straightforward. VAI provides and maintains a pre-built ShipSoft Interface to System 2000 that is easily configured to support any shipping process. "Kwik Goal was one of the first to use the VAI/Varsity interface, but it didn't feel that way," comments Huhn. "The entire process was very smooth, and continues to be so today." The software and interface reside on the IBM iSeries server for superior performance and data accuracy. Because the interface is standardized, changes are easier to make, which reduces development time and expense.

One of the biggest improvements for Kwik Goal was the ability to get real-time package shipment information on their IBM iSeries. Customer service agents can see where the package is in the shipping process without having to ask the shipping department to track down details. From the moment of order entry, to shipping and final customer billing, all the data is available on one system.

"We're very pleased with our investment in Varsity and VAI. We have improved customer service, reduced development costs, and increased shipping capabilities," concludes Huhn. "The biggest payoff, however, is both companies' commitment to work together to keep us satisfied."