



CASESTACK SUCCESS STORY

Snapshot

The Situation

CaseStack was founded in Santa Monica, California, in 1999 by Dan Sanker, a former executive with Nabisco, Kashi, and Procter & Gamble. CaseStack is a provider of supply chain management services including warehousing, transportation, and supply chain management software. The company collaborates with retailers to provide sustainable logistics solutions.

The Problem/Challenge

Dan Sanker, CEO of CaseStack, noticed that larger suppliers had an advantage over their midsize counterparts when it came to warehousing and distribution. In an effort to level the playing field, Sanker sought to offer consolidated programs, efficient warehousing systems and streamlined transportation management to midsize suppliers. This would allow the suppliers to increase efficiency and cost savings.

The Solution

In 2008, Sanker opened a CaseStack office in Fayetteville, Arkansas, to serve as a Supply Chain Innovation Center. Sanker believes that Northwest Arkansas has the potential to become the global hub for ideas in sustainability, supply chain and computer packaged goods.

The Results

CaseStack's Fayetteville office has grown from 56 to 182 employees since its inception. During that time, the company grew full-time employees by 225 percent. Today, the company is known for its freight consolidation programs for retailers of all sizes, including Walmart, Kroger, Target, Sam's Club and Amazon.

CaseStack is one of a handful of companies to be named one of Arkansas' Best Places to Work by Arkansas Business and Best Companies Group five years in a row. The company has been recognized in Food Logistics' Top 85 3PL Providers, Global Logistics & Supply Chain Strategies 100 Great Supply Chain Partners, and Inbound Logistics' Top 100 3PL Providers. CaseStack has also been recognized as one of the best places to work in its two largest locations for multiple years. The company generates more than \$200 million in revenue.

The Situation

CaseStack is a growing logistical and supply chain management company founded in Santa Monica, California, in 1999. The company employs about 300 people in offices throughout the United States and generated more than \$200 million in revenue in 2017.

The company achieved success by creating a method that allowed it to consolidate clients' products into a network of deliveries heading to the same distribution center, store or warehouse into one truckload delivery. CaseStack works with a national network of suppliers who, in turn, deliver to large retailers such as Walmart.

FAST FACT

Since Opening, CaseStack has grown their full-time employees by 225%.

The Problem

Dan Sanker, CEO of CaseStack, noticed that larger suppliers had an advantage over their midsize counterparts when it came to warehousing and distribution. Sanker noticed supplier trucks traveling at half capacity, as well as trucks losing time at warehouses waiting to unload products. Because suppliers are often penalized for late deliveries and damaged goods, valuable shelf space was lost. Unfortunately, small- and mid-sized suppliers also tend to lack enough capital to invest in their own supply chain management systems.

The Solution

In an effort to level the playing field, Sanker created a system that would offer consolidated programs, efficient warehousing systems and streamlined transportation management to these suppliers. This allowed the suppliers to increase both efficiency and cost savings.

Sanker noted that CaseStack customers have saved about 40 percent in logistical costs while improving time efficiency by 20 percent each year.

"Consumers, and even the environment, ultimately benefit when we all work together to extract anything wasteful in the macro supply chain network," Sanker said.

In 2008, Sanker was looking for a place to expand his business that would give the company a more central location to better service his customers. He knew he had found a gem in Fayetteville, Arkansas, not only because of the location; but also because of the many retailers, suppliers, logistics companies and the University of Arkansas.

"We did well in California," Sanker said. "It's a good place to do business, too, for lots of reasons. But, when you're a business in Arkansas, you get attention and cooperation and a collaborative environment with the state, the university system, and the local government, that you just can't get in a big city."

CaseStack already had a relationship with the University of Arkansas and the Center for Retailing Excellence at the Sam M. Walton College of Business before making its physical move to Fayetteville. When the company made the announcement to locate in Fayetteville in 2008, the company was entering its third year as a member of the center's board of directors, and Sanker was chosen to advise the New Initiatives Committee.

FAST FACT

CaseStack has grown at about 20% per year since opening their first office.

Center Director Claudia Mobley was not surprised by CaseStack's decision to move to Northwest Arkansas. "Dan is a dedicated business partner who believes in shaping the future of the industry through his support of higher education," she said at the time of the announcement.

FAST FACT

In 2017, CaseStack generated more than \$200 million in revenue.

The Results

When the office opened, Sanker moved his entire family from California to Arkansas to get the ball rolling. CaseStack's Fayetteville office acts not only as the company's regional headquarters, but also as the center for sustainability.

"Northwest Arkansas is the only place where there is a business cluster that revolves around supply chain, retail and sustainability," Sanker told Arkansas Business. "We have great,

talented people in all of our offices. But being embedded in Northwest Arkansas means I live it every day and every night."

Fayetteville is a great place for CaseStack's sustainability focus. CaseStack began its "Delivered Green" program in 2008 to recognize carriers and customers focused on sustainable logistics practices. The company's goal with the program is to provide environmentally friendly solutions, such as fuel-efficient, low-emission fleets for customers. Each year, CaseStack updates a Green Carrier Matrix listing carriers with sustainable initiatives and equipment. CaseStack customers who use those carriers more than 40 percent of the time in a calendar year receive a Delivered Green certificate. Delivered Green saves more than 24 million pounds in carbon dioxide emissions, as well as approximately \$2.2 million in diesel fuel spending each year.

Just one year after launching Delivered Green, CaseStack received the 2009 Green Supply Chain Award by Supply & Demand Chain Executive magazine.

"The concept of sustainability goes far beyond the concept of green practices," Sanker said. "They are intertwined. Statistically, businesses that follow sustainable practices perform better in the long term. Ultimately, it comes down to waste. In the supply chain, consumers end up paying for waste when companies don't follow quality practices. Consumers should not have to pay for waste."

FAST FACT

CaseStack customers have saved about 40% in logistical costs while improving time efficiency by 20% each year.

Today, the company is known for its freight consolidation programs for retailers of all sizes, including Walmart, Kroger, Target, Sam's Club and Amazon. But the company considers its greatest asset to be its employees.

Since opening its Fayetteville office, CaseStack has grown from 56 to 182 employees and was one of the first companies to be honored in Arkansas' Best Places to Work by Arkansas Business. The company has earned the designation for five years in a row.

"To have been selected consecutively for the last five years, while growing FTEs by 225 percent, is a testament to CaseStack's culture and the value that we have for our greatest asset – our employees," said Colby Beland, vice president of sales and marketing for CaseStack. Beland believes that one reason the company is so successful is the dedication and collaboration of employees throughout the company. The employees, Beland said, all share a common vision to transition CaseStack into the industry leader of retail logistics.

FAST FACT

CaseStack's "Delivered Green" program saves more than 24 million pounds in carbon dioxide emissions as well as approximately \$2.2 million in diesel fuel spending each year.

CaseStack has found an abundance of industry talent in Northwest Arkansas, and the company continues to grow its Fayetteville office. Today, CaseStack has about 2,000 customers, growing at about 20 percent each year since opening the office. Sanker expects momentum to continue as the companies embrace more sustainable processes.

"There is a network effect," Sanker said. The more retailers and suppliers we work with – the better the platform is for everyone. We've cobbled together an ever-growing network of the best and brightest in the industry – some CaseStack and some partners. Everyone wins when we find new ways to use our people, process and technology to create win-win situations," Sanker said.

Bentley Story

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