



## CASE STUDY

### Simplifying Trade Show Logistics



#### Company Industry

Financial Software

#### Headquarters

Los Angeles, California

#### Company Size

61-70 Employees

#### Services

Mobile Charitable Giving, Electronic Giving, Custom Apps, Digital Engagement, and Mobile Payments

#### THE SITUATION:

A growing software company that works globally with non-profit organizations attends over 30 events/trade shows a year to market their services.

Due to much of their employees working remotely, many of their brand assets needed for the events were located at different residential locations, thus requiring lift-gate residential pickup/delivery services for every shipment. This also meant less visibility into asset inventory.

### ARK'S SOLUTIONS



Ark first identified common locations where events were held and compared shipping lane pricing from their current locations vs Ark's warehouses.



After learning all the different materials being sent for events, Ark offered a centralized warehouse location that would store all their brand assets and eliminate residential storage/shipping.

### Results:

A central location for their brand assets gave them inventory visibility and space to grow. By having an experienced partner schedule and book event shipments, they could focus their energy on engaging with their customers.

**20%**

Average savings on shipping lanes to/from events by utilizing the Ark network.

**\$100**

Average savings per event by eliminating residential lift-gate services.