



Ecommerce Company Achieves **98% Two-Day-or-Less Delivery** with Centralized Inventory Management

Ecommerce retailers are pressured to move higher inventory volumes faster, more accurately, and cost-effectively. Insider Intelligence reports that [20.1% of global retail sales](#) originate online, estimated at \$6.3 trillion in 2024 and on track to rise to \$7.9 trillion by 2027. However, to capture their share of those revenues and build loyalty, ecommerce retailers must deliver the experiences their customers want. Research for the Insider Intelligence report found that 24% of consumers will abandon a sale because shipping is too slow.

The Challenges

A fast-growing eCommerce company struggled with optimizing its distribution network. Poorly positioned warehouses led to longer transit times and higher costs, making it difficult to meet two-day shipping promises and frustrating customers.

The company's warehousing solution also lacked flexibility, with long-term contracts limiting its ability to adapt to changing demand. This made repositioning inventory or adjusting locations hard, further increasing inefficiencies and operational costs.

Objectives

- Increase visibility into a multi-warehouse ecommerce operation
- Consistently meet two-day-or-less delivery times
- Increase efficiency and lower operational costs
- Implement a scalable platform for a growing business

Solution

- WareView centralized inventory management platform
- Kinimatic's scalable warehousing model
- Wareview's order management and multichannel integrations

Results

- 98% two-day-or-less delivery speed
- 25% reduction in delivery costs
- Dynamic warehouse capacity scaling during peak seasons



Business leaders realized they needed a centralized platform to improve visibility, streamline inventory, and enhance flexibility to reduce last-mile costs and transit times, especially during peak seasons.

The Solution

To tackle its distribution challenges, the company partnered with Kinimatic, using its expertise and technology-driven solutions. Kinimatic introduced WareView, a platform that provided a centralized, real-time view of inventory, helping the company better align stock with demand and cut last-mile delivery times. WareView also allowed the company to manage orders more efficiently.

WareView integrated seamlessly with the company's existing ERP, WMS, and other retail partners, offering SKU-level visibility across all U.S. locations. This optimized inventory placement closer to high-demand areas, significantly reducing transit times and delivery costs.

Kinimatic's solution also brought flexibility. Unlike previous long-term warehousing commitments, WareView enabled the company to scale up during peak seasons without excess space in off-peak times. This allowed for quick adjustments in their distribution network, improving efficiency.

WareView also allowed for streamlined operations by seamlessly integrating with the company's various shopping platforms, parcel carriers, and outbound trucking 3PLs to further enhance operational efficiency and streamline logistics processes.

With WareView, the company gained the agility to adapt to changing market conditions, ensuring a cost-effective distribution strategy that meets customer expectations for fast delivery. By using WareView the company centralized its warehousing and logistics system, which created greater efficiency and a holistic view of inventory and operations.

The Results

With WareView, the eCommerce retailer gained centralized control over its multi-warehouse operation, solving inefficiencies in its distribution network. This real-time visibility allowed the company to reposition stock based on demand, reducing last-mile transit times and improving delivery speeds. By leveraging data-driven insights, the company lowered operational costs while increasing efficiency.

Kinimatic's scalable warehousing model also provided much-needed flexibility. Instead of being tied to long-term contracts, the company could quickly add or adjust distribution centers during peak seasons or scale down when

necessary, reducing overhead during slower periods. This agility significantly improved logistics efficiency.

The results have been impressive: the company now achieves 98% two-day-or-less delivery across the U.S. while cutting delivery costs by 25%.

With full operational control through WareView and Kinimatic's flexible warehousing, the retailer not only meets its business goals but exceeds customer expectations for fast, reliable deliveries—driving customer satisfaction and long-term growth.

About Kinimatic

Kinimatic transforms supply chain management with a bold approach built on seamless flexibility and unparalleled scale. Leveraging over 100 million square feet of premier warehouse space across 185+ state-of-the-art facilities, we empower businesses to expand effortlessly and adapt to shifting market demands. Our proprietary WareView platform delivers clarity and control in real-time, eliminating complexity and driving efficiency at every turn. We simplify complex distribution needs with one system, one point of contact, and one contract for comprehensive warehousing and fulfillment.

About WareView

WareView is more than a platform—it's a powerhouse that redefines logistics management. Built to converge 3PL systems into a single, dynamic command center, WareView provides an unparalleled view of your entire supply chain. From high-level insights to real-time tracking and detailed SKU-level visibility, it eliminates complexity, centralizes control, and drives efficiency. With seamless integration capabilities via API, EDI or CSV. WareView empowers businesses to optimize performance, slash costs, and scale effortlessly. We simplify complex distribution needs with one system, one point of contact, and one contract for comprehensive warehousing and fulfillment.

