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*Peter Awad, CEO  
Import Auto Performance*

# Success Story

## Focus On Growing Your Business By Outsourcing Your Order Fulfillment To Webgistix

*A Conversation With Peter Awad, CEO of Import Auto Performance*

### FULLFILLMENT CENTERS UTILIZED



### SHOPPING CART SYSTEM

## Webgistix SmartFill™ API

### Why did you decide to outsource your order fulfillment?

We outsourced our fulfillment mainly because of a desire to focus on our core strengths. Those core strengths lie in entrepreneurship, not picking, packing, or shipping boxes. It got to a point where fulfilling orders took up too much time, and a finding an alternative to in-house fulfillment made sense, so we decided to find a company that does specialize in order fulfillment. We interviewed quite a few companies, and eventually decided on Webgistix.

### What attracted you to Webgistix as opposed to other fulfillment providers?

One of the things that attracted us to Webgistix is that they were willing to speak to a smaller company. Other fulfillment providers required huge amounts of volume right out the door. We are a growing company and we wanted a fulfillment partner that would scale with our business, which Webgistix does.

Technology was another key factor that helped us make that final decision. Webgistix's Cloud-based SmartFill technology integrated with our systems, gave us the ability to track our orders, and also gives us a great deal of data on our business which helps us control our operations. These are things that other fulfillment companies simply didn't have the technology for, and it shows how far Webgistix is ahead of its competitors.

### What is the added value in bringing Webgistix into your business operations?

Outsourcing our order fulfillment to Webgistix saved us a huge amount of time and energy. As I mentioned before, the ability to focus on growing our business, expanding new product lines, and directing marketing efforts really makes my job so much more enjoyable. When we were fulfilling our own orders, if someone got sick, I would have to jump in the back and help fill in. Now, I don't have to worry about that at all. It's almost like magic.

### How important is it that you have a customer support representative onsite with your inventory that you can call, as well as a fulfillment center you can visit?

Not having a customer support representative next to our product would have been a deal breaker for us. Having a point person that we are on a first-name basis with, that's familiar with our product, suppliers, and the way we operate is an essential part of our business model. Webgistix order fulfillment has become an irreplaceable element of our business operations.

### What's next for Import Auto Performance?

That's a good question. Import Auto Performance is expanding in a number of ways. We're developing new automotive technology, new products, and even branching out to businesses beyond cars, which we will also be using Webgistix for.

# World Class Order Fulfillment

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## About Import Auto Performance

Import Auto Performance is committed to providing the online sport compact enthusiast with the highest quality suspension and performance components available at the best possible price. SPC, Ingalls and KMAC Camber Kits just to name a few.

Import Auto Performance aims to provide the best customer service around.



## About Webgistix

Webgistix is a global leader in eCommerce order fulfillment that operates bi-coastal fulfillment centers that serve hundreds of established eCommerce retailers.

Webgistix delivers SmartFill, Cloud-based technology that works with all major shopping carts and is optimized for mobile commerce.

Webgistix customers outsource their order fulfillment to Webgistix to eliminate fixed overhead, increase the speed and accuracy of their global order fulfillment, and retain control and visibility over their fulfillment operations. For more information, visit [www.webgistix.com](http://www.webgistix.com).



**Webgistix Corporation Headquarters**  
127 East Warm Springs Road  
Las Vegas, Nevada USA 89119  
[www.webgistix.com](http://www.webgistix.com)  
[twitter.com/webgistixglobal](https://twitter.com/webgistixglobal)  
[sales@webgistix.com](mailto:sales@webgistix.com)  
1.866.983.7447