

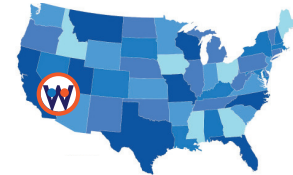


Utilizing Webgistix's Cloud Logistics Solutions To Grow Your Business

A Conversation With John McGuinness, CFO of ShapeUp, Inc.



FULFILLMENT CENTERS UTILIZED



Why do you outsource your order fulfillment?

We've tried to handle this process in-house but it's just not realistic. Based on the volume and complexity of our order fulfillment, it makes sense to outsource from a cost perspective as well as an operational perspective. Internally, we want to keep our focus on continuing to build our brand and expand our business. We've been in a steep growth period for some time now and we don't want to take our eye off the ball.

Order fulfillment is such a detail-oriented process that we really feel it's important to have it managed by someone who has expertise and experience in that area, and someone who can give it their full attention.

Why is Webgistix the right fulfillment partner for your business?

First and foremost, we value Webgistix's dependability. Our orders go out on time and they are accurate. That's the most important consideration. We want everyone who interacts with ShapeUp to have a great experience. That starts with receiving timely, accurate shipments. Secondly, Webgistix is able to scale quickly. In our business, our shipment volume spikes quickly and dramatically when we onboard a new client. Webgistix is able to handle those spikes without missing a beat.

Another point about Webgistix that has impressed us is the technology. We're a technology company ourselves and we recognize the value of state-of-the-art systems. Webgistix's cloud-based SmartFill platform provides us with real-time visibility into order status, inventory levels, shipment status and numerous reports that help us run our business as efficiently as possible. Even though we're not physically handling the order fulfillment, we feel like we are in complete control of the process.

Can you describe your experience with Webgistix?

We've been partnering with Webgistix for two years. During that time, we've been fortunate to grow substantially. We're shipping tens of thousands of orders per month to recipients in nearly every state. Webgistix has been able to grow with us.

We have a dedicated account rep at Webgistix who is so responsive and helpful that we actually feel like he is an extension of our own team. That may sound like a cliché, but it's absolutely true. Webgistix's service orientation is really a differentiator for them.

Servicing our business is not simple. When we onboard a new client, it's a fairly complex process. We ship thousands of "welcome kits" to end users within days of bringing on a new client. The welcome kits include several items, and the welcome kits are not the same for every client. Webgistix does a great job at assembling these kits accurately and quickly, and ensuring that our end users have a positive first impression of ShapeUp. It's a relief knowing that order fulfillment is a part of our business that we don't have to worry about. Webgistix is completely reliable.

What's next for ShapeUp?

We started at Brown University several years ago, helping companies around Rhode Island encourage their employees to get fit. We quickly grew nationwide and our goal is to build the largest platform in the world that unites individuals with their entire health care ecosystem – including their friends, family, colleagues, employers, health plans, physicians, pharmacies, health coaches and more.

We are continuing to innovate and develop new services to help people ShapeUp and live healthier lives.

"Order fulfillment is such a detail-oriented process that we really feel it's important to have it managed by someone who has expertise and experience in that area, and someone who can give it their full attention... Even though we're not physically handling the order fulfillment, we feel like we are in complete control of the process."

*John McGuinness, CFO
ShapeUp, Inc.*

Success Story



“It’s a relief knowing that order fulfillment is a part of our business that we don’t have to worry about. Webgistix is completely reliable.”

John McGuinness, CFO
ShapeUp, Inc.

World Class Order Fulfillment



About ShapeUp, Inc.

ShapeUp was founded in 2006 by Dr. Brad Weinberg and Dr. Rajiv Kumar while they were medical students at The Warren Alpert Medical School of Brown University. They learned from their early clinical encounters that their patients who were most successful at losing weight, increasing their exercise, quitting tobacco and achieving lasting healthy behavior change all had one thing in common: they had used their social network-friends, family, and colleagues-to create an environment that supported their efforts and held them accountable to meeting their goals.

Founded initially on the basic premise that people are more likely to succeed at reaching their goals when they work together with the people they care about, ShapeUp continues to stay true to its original philosophy. The company has remained focused on uniting people to improve their health while at the same time expanding its vision for the future. By creating a simple, central place to connect with the activities, information, ideas, and people that can lead us to better health, ShapeUp is working toward improving the health of the entire world.

For more information, visit www.shapeup.com.



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.



Webgistix Corporation Headquarters
127 East Warm Springs Road
Las Vegas, Nevada USA 89119
www.webgistix.com
twitter.com/webgistixglobal
sales@webgistix.com
1.866.983.7447