



“Razer was starting up both consumer shipping for our online store and larger shipments to distributors and retailers. Webgistix offered both services, reliably and cost effectively”.

—Jacky Carleton
Chief Operating Officer
Razer, Inc.

Success Story

Razer takes Hardcore Gamers to the Next Level through Webgistix

At a glance

Razer Challenges

The demand for Razer’s cutting-edge gaming mouse is huge, and the team knew they needed to provide gamers globally with the ability to purchase the device online. They also needed to fulfill larger shipments to distributors and retailers.

The Webgistix Solution

Webgistix SmartFill Web-based fulfillment system increased their productivity, delivering 24x7 access to view orders for marketing materials, check inventory information, and generate online customized reports.

The Results

Webgistix has made fulfillment ordering more user friendly with real-time Web-based ordering, same day fulfillment, a customer RMA process, and real-time inventory reporting.

Computer gaming has rapidly evolved into an exciting and highly competitive market. So much so that in 1997, the Cyberathlete Professional League (CPL) was launched as the world’s first video game sports league. Having hosted final tournaments on five continents and official qualifying tournaments in over 50 countries, the CPL is the global leader in professional computer game competitions.

At the leading edge of the gaming market is Razer, Inc. with it’s Diamondback™ sleek and sexy mouse. Designed for gamers, by gamers the Razer Diamondback features on-the-fly sensitivity adjustment, non-slip rails, an ambidextrous design, 1600 dpi for precision accuracy, and seven independently programmable buttons for the ultimate gamer response. This highly stylized new gear is the official sponsor of the CPL 2005 World Tour, and is the ultimate optical control device for today’s adrenaline pumping, white knuckle action in PC games.

The demand for Razer’s cutting-edge gaming mouse is huge, and the team knew they needed to provide gamers globally with the ability to purchase the device online. They also needed to fulfill larger shipments to distributors and retailers. Jacky Carleton, Razer’s Chief Operating Officer (COO) contacted the Webgistix team with two major requirements - they required excellent service in the shipping and handling of their products from their online store sales, and needed a fulfillment company that could handle large shipments to their distributors and retailers.

Webgistix offered both services, reliably and cost effectively.

Razer gains insight and control over its business

The Webgistix team responded quickly to Razer’s challenges and deployed **Webgistix SmartFill** Web based fulfillment system to increase their productivity for both their online store and retail customer orders. The Razer team is now able to view orders, check inventory information, and generate online customized reports 24x7. Webgistix provides seamless integration into their eCommerce site so orders can be sent out within 24 hours. In addition, the Webgistix team worked with Razer’s Technical Support group to create a solution to handle their customer RMA process. No problem is too large for the Webgistix team.

On time delivery is as critical as every other step in the fulfillment process. To secure accurate delivery, the Razer orders are monitored through tracking numbers with links to carrier sites. Status is readily available online, real-time, directly accessible by the team anywhere in the world through the Webgistix secure Web-based system.

Webgistix delivers Smooth Fulfillment.

Smooth Fulfillment

The future: More choices for gamers

Razer's sales have continued to grow and the next step in their fulfillment service is to provide more choices for the gamer when purchasing their line of ultimate gaming devices. Providing customers with the ability to choose their shipping carrier and level of service (next day, 2-day, or ground) will make Razer the ultimate customer-centric gaming provider. Webgistix offer these services to their customers today, and will be working with the Razer team to implement these changes over the coming months. Acquire your gaming advantage today by visiting www.razerzone.com.

About Razer

Since its inception in 1999, Razer Inc.'s mission is to develop cutting-edge computer peripheral devices for the serious computer gamer and the professional designer. The research and development into kārna's exclusive opto-mechanical precision technology, found in Razer's flagship product - the Razer Bloomslang, stamped Razer's superiority in the computer gaming arena by bringing unparalleled precision and accuracy for computer gaming peripherals to gamers worldwide. In late 1999, the Razer Bloomslang was launched and was by far the most precise and accurate gaming peripheral of its time, outclassing all of its rivals and winning accolades in the computer gaming world. Razer, Inc. will continue to invest in superior, innovative research, design and engineering while constantly striving to meet the unmet needs and desires of users in the computer gaming and professional design fields.

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About Webgistix Corporation

Webgistix is a full service fulfillment company (www.webgistix.com) helping businesses better manage their mission critical marketing supply chain operations through a proven range of customized fulfillment services and software. Founded in 1988, Webgistix global headquarters are located in Olean, New York. Webgistix also has sales and software development offices in New York, Singapore, Ireland and India.

"Razer has experienced tremendous growth in the last 2 years, and our Webgistix fulfillment solution has continued to provide excellent customer service."

**—Jacky Carleton
Chief Operating Officer
Razer, Inc.**



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