



FedEx and Solid Commerce Provide Shipping Ease To Car Accessory Retailer Cover Shield.

Cover Shield is a 15 year old e-tailer who specializes in the sale of aftermarket automotive items. They proudly boast top rated seller status from their eBay® store, including a 99.7% positive feedback rating. They are best known for fulfilling their orders quickly through all of their online marketplaces which also include Amazon®, Buy.com® and Overstock.com®.

Cover Shield has integrated their inventory management with shipping operations through FedEx® Compatible provider Solid Commerce. The Cover Shield motto is to "simply offer our customers an excellent product with excellent value." They choose Solid Commerce with FedEx® shipping to make sure that is never hard to do.

Solid Commerce provides the tools to foster and manage growth

Based in Los Angeles, the capital of car culture, Cover Shield has become an authority on car accessories. Before teaming with Solid Commerce, they were looking to grow their business but needed an inventory solution that would keep the pace with any expansion in sales and would help automate shipping processes. They turned to Solid Commerce integrated with FedEx shipping functionality to simplify delivery of items sold across multiple online marketplaces.

Cover Shield quickly discovered that Solid Commerce's web-based platform was more than just an inventory management tool. It was able to boost efficiency through all aspects of the online sales process including: product management, inventory management, bulk listing, product pricing, vendor management, and order fulfillment.

Cover Shield knew their goal was to build a customer-service reputation for quick turnaround, so they had to deliver with the right shipping carrier. Integrating FedEx shipping through Solid Commerce was a natural choice.



"Solid Commerce helped us make money in a way where we could expedite things. Time is money. With Solid Commerce, it's click, print, pack it, ship—everything is out the door!"

*Aaron Goldberg - CEO
Cover Shield*

Cover Shield ships thousands of items every month, and through the platform's seamless integration with FedEx, they were able to meet the most complicated delivery scenarios. "Solid Commerce helped us make money in a way where we could expedite things. Time is money. With Solid Commerce, it's click, print, pack, ship — everything is out the door!" says Cover Shield CEO Aaron Goldberg.

Based on their volume and multiple shipping options they offer, Goldberg saw no room for error. To keep fulfillment obligations to their customers efficient and organized, they use SolidShip. The SolidShip Tool in Solid Commerce is a full-featured application that makes all aspects of shipping management simple. The tool works seamlessly with FedEx through easy-to-define shipping rules that give businesses the flexibility they need to automate their label printing. Error-free shipping labels keep packages on track and customers happy.

With SolidShip, Cover Shield is able to set up automated rules that dictate the correct shipping method based on what their customer has requested. Before Solid Commerce, all of the data needed to be entered manually. Incorporating Solid Commerce with his FedEx strategy was valuable to Goldberg: "We've been through so many tools, and it's just, I can't express my thanks to Solid Commerce. Solid Commerce helped us be more efficient."

SolidShip integration with FedEx

Cover Shield found that the integration with Solid Commerce and FedEx was scalable to adapt to their growth: "Before doing business with Solid Commerce, we were doing \$500,000 a year. Within the first year, we hit \$2.8 million and then after that we hit \$7 million," reports Goldberg, who goes on to mention that

without the Solid Commerce integration with FedEx "we wouldn't be where we are now. It's not just another software where you throw everything up online, it makes it very easy for the customer to find the product they actually need - everything just integrates with it."

Fast shipping

Cover Shield now boasts a 4.8 out of 5-star eBay rating in the category of Shipping Time and they hold an impressive 5 out of 5-star rating for Shipping Charges. This means Cover Shield customers are confident their orders were received in a timely manner and feel that shipping costs were a bargain. Because of the competitive rates offered by FedEx, Cover Shield has been able to pass on their savings to the customer in the form of free standard shipping through FedEx Ground or FedEx Home Delivery®. Cover Shield also offers FedEx Express Saver® or FedEx 2Day® as expedited options for customers more eager to receive their orders.

Your criteria. Your solution.

FedEx Compatible helps you choose a single third-party system with FedEx shipping functionality integrated into it. You eliminate the inefficiencies of maintaining separate systems for different carriers, minimize the cost and time required for employee training by focusing on a single system, and evaluate shipping options and rating information for FedEx and other featured carriers from a single touch-point. Go to [fedex.com/compatible](https://www.fedex.com/compatible) to learn more about the program and to request a FedEx consultation from a Compatible provider.

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