



UPS Capital®

## What's the smartest way to protect high-tech hardware? With high-tech shipping insurance.



### Case Study: Made PC

Across the country, workers are getting their jobs done on computers, printers and networking devices that were shipped from this online reseller's busy warehouse in Englishtown, NJ.

#### Challenge

The company has relationships with a number of different carriers. But as shipment value and volume grew, insuring all those packages and making claims became a complex and expensive headache.

#### Solution

With InsureShield Connect™ transactional shipping insurance, the company now automates their insurance decisions using defined parameters, and communicates them directly through an API. Plus the simple process works for all carriers and modes.

#### Results

Today, with the latest equipment and knowledgeable technical support, Made PC only needs to focus on timely fulfillment. Shipping insurance APIs make it easy to take care of both company and customers in case of in-transit loss or damage.

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For the past 30 years, consumers as well as commercial enterprises have grown to depend on Made PC for what they need, when they need it. They also love the competitive prices that the company can offer due to their relationships with manufacturers and their high-volume buying power. In addition to selling through their own website, they offer new and refurbished products through other major online retailers.

Logistics Manager John Modica oversees the entire operation to make sure that online orders go out timely and completely. He also helped develop the internal computer network that coordinates the receiving, warehousing, and fulfillment of all types of business and consumer electronics.

## Once companies gain control of their shipping insurance, they never go back.

John Modica at Made PC was happy for several years with their Flexible Parcel Insurance policy which covered his UPS® shipments. But as the company grew, submitting claims with other shippers and modes of transportation became pretty time consuming. "And, we were not getting paid on a lot of other carrier claims, so we had to find another option."

### Zeroing in on a solution

Karen Crawford, Senior Business Development Officer at UPS Capital, wanted to help. At first, she suggested InsureShield™ Complete standard cargo insurance for the increasingly valuable items he handled. But John didn't want to pay an up-front premium, not knowing what his upcoming sales volume would be. And he knew that not every package required insurance.

Then Karen told John about transactional, multi-carrier shipping insurance that would allow him to choose and pay for just the shipments he wanted to insure against damage and loss.

With this approach any carrier and any mode of transportation, both inbound and outbound, from a small package to a full truckload can be covered and the premium is only billed per package or per shipment.

"John immediately understood the benefits, and was anxious to get on board," says Karen. "We got started quickly, with digital file transfers that allowed John's team to create and submit a single spreadsheet report with all the shipments they wanted to insure."

### Taking it to the next level

But the company soon migrated to an even simpler solution. They integrated UPS Capital's suite of APIs into their order management system, eliminating the need to submit spreadsheets on a daily basis.

This allowed John to set up business rules and apply insurance for anything over a specific value, automating the process and providing peace of


mind knowing these shipments were covered. Claims are submitted through UPS Capital Online, a website offering 24x7 access to submit claims and view status and payment details.

### Smart solutions lead to improved business outcomes

John says "we transitioned to using InsureShield™ Connect because it was convenient and easy. UPS Capital improved our processes by making them a lot less stressful and freed time for a staff member."

Karen agrees. "By integrating our technology into their business process, we help protect their supply chain. For more and more companies, this is a flexible, easy and automated risk mitigation solution."

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**Why UPS Capital?** Nobody understands transportation and logistics like UPS. And while you've probably never thought of a UPS company for financing and insurance services, our global supply chain expertise uniquely positions us to help protect companies from risk, and leverage cash in their supply chains. Insurance companies and banks can't say that.

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## InsureShield Connect™ transactional insurance provides business insights to reduce risks.

What if you knew what carrier was driving the bulk of your claims? Or, which vendor or SKU had the most damages? This information can be made available through digital connections with UPS Capital. The actionable insights identify the need for better packaging or other precautions. Fewer shipping problems makes everyone happy, from companies to customers. Ask one of our licensed insurance and risk mitigation professionals for more details.

Learn more about shipping insurance at [upscapital.com](http://upscapital.com)

