

# LIFE AID & Ingram Micro Commerce & Lifecycle Services

LIFE AID, a pioneer in nutritional lifestyle beverages and a national sponsor of the Crossfit Games and Spartan Races, chose to partner with Ingram Micro Commerce & Lifecycle Services to optimize their operational logistics and retailer fulfillment.

Fiercely independent and on a mission to revolutionize the active lifestyle beverage industry, LIFE AID co-founders Orion Melehan and Aaron Hinde knew consumers desired a no-nonsense, healthy beverage to fuel their day-to-day activities. LIFE AID boasts an impressive beverage product

line formulated with natural ingredients - including targeted herbs and vitamins - each with a sophisticated flavor.

The product line began with just three beverages that met the needs of LIFE AID co-founders: GOLFERAID, FITAID, and PARTYAID. While you can now spot this product on the shelves of well-known retailers and at many athletic events and golf courses, LIFE AID remains an independent company run exclusively by its founders. LIFE AID's impressive results were recognized on the 2016 and 2017 INC 500 list of the fastest-growing private companies in America.

After significant growth and retailer success, the company needed to implement infrastructure to support further expansion and sought a provider with the experience to successfully integrate into their operational systems and improve order management through additional facility locations. Ingram Micro Commerce & Lifecycle Services was the strategic choice given its customized solutions, dedicated support team, and integration with the Shipwire Platform.

Initially utilizing three facilities in Texas, Illinois and Tennessee, LIFE AID quickly added Ingram Micro's Southern California location to support their exploding west coast business and give end-customers prime-like order fulfillment. According to CEO Orion Melehan:

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“Currently, we are in four distribution centers, and last time I checked, we can service 90% of our domestic U.S. customers within a two-day timeframe.”



## Technology Integration & Access to Key Metrics

LIFEAID's ever expanding and diverse customer network made it imperative to streamline order routing and implement advanced technology to support rapid growth. Given their hybrid approach to utilizing their own facilities while adding strategically-located Ingram Micro locations to the mix, connectivity and order management needed to be seamless. The answer was a custom solution integrating LIFEAID's Magento shopping cart and Shipstation into Shipwire.

Given Shipwire's channel capabilities, Ingram Micro started by setting up a variety of third-party carrier freight accounts and hardcoded retailer compliance for successful B2B shipping to HEB grocery stores. Previously working through spreadsheets, LIFEAID is now able to quickly view data through the advanced platform, saving time and improving overall customer experience.

“With our old carrier we had a different point of contact for every distribution center. As we scale, we need to create better efficiencies so we can reduce the time spent on logistics. Having a main point of contact at Ingram Micro has really helped improve those efficiencies.”

## Operational Savings

While utilizing third party carrier accounts was key for many of LIFEAID's channels, Ingram Micro decreased the company's shipping costs through negotiated small parcel rates. These new rates saved LIFEAID around \$0.50/order, allowing them to invest in other aspects of the business.

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“Ingram Micro's contract was able to save us significantly over what we were able to negotiate on our own. Even our private equity partners, who bundle and negotiate with over a thousand companies, were unable to match the rates Ingram Micro could offer. These savings were a big part of the reason why I can say that last year we grew top line by 60%, and yet our shipping out cost only went up by 9%. A large portion of that was due to our relationship with Ingram Micro.”

## Looking Forward

LIFEAID continues to look for new retail channels and add major sporting events in addition to expanding direct-to-consumer sales to support their continued growth. With LIFEAID's revolutionary approach to providing a healthy lifestyle beverage, Ingram Micro Commerce & Lifecycle services is proud to support and grow with such an innovative brand.

