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Saddlebrook: Improving on the Stubby Pencil System

Located just north of Tampa, the Four-Star Saddlebrook Resort offers 36 holes of Arnold Palmer designed golf, the world headquarters for the Arnold Palmer Golf Academy, a new luxury European Spa, the Hopman Tennis Program with 45 tennis courts, the Sports Village, an Executive Challenge Course and a Conference Center.

Saddlebrook Resort offers 800 luxurious rooms and deluxe suites, all clustered in the innovative Walking Village and near the huge free-form Superpool.

Saddlebrook Golf Resort is surrounded by two of Florida's most picturesque and playable golf courses. Each one preserves wilderness areas full of cypress, pines, palms and wildlife. Wherever you go, you'll discover rolling fairways and perfectly maintained greens on each of the 18-hole Arnold Palmer signature courses.

The Challenge

As expediting supervisor Gail Gravell puts it, Saddlebrook Resort in Wesley Chapel, Florida, needed to move beyond the "stubby pencil" system to regain control of their inbound shipping function.

On the old system, the five staff members in Gravell's department would log in all freight for the 800-room corporate meeting facility — including high-priority items for conferences, company meetings and other gala functions — by hand on a daily basis, keeping massive files. In total, they were manually keeping track of more than 500 parcels per week.

PB Solution: Arrival

In April 1998, Gravell added Pitney Bowes' Arrival software to Saddlebrook's mail center. Her department's capabilities have improved dramatically in efficiency, accuracy and organization. "Under the stubby pencil system, if we lost a package, we'd have to track it manually through paperwork that was filed, trying to reconstruct where the package went. Now, Arrival tells us when we receive a package, which carrier shipped it, and who signed for it."

At Saddlebrook, Arrival uses electronic scanners to capture bar code data on in-bound packages. The system automatically records the carrier, consignee, and tracking number. The parcels are then distributed internally throughout the resort.

Saddlebrook uses electronic signature pads to record internal signatures for each parcel, meaning that Arrival can track more than when a package gets to the mail center. Now, Gravell's department has a signature confirming that the parcel got to the intended recipient.

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The Benefits of Arrival



Pitney Bowes was able to set Arrival up to meet all of Saddlebrook's specifications. "Arrival's been configured specifically to our hotel, to how I want to log our freight. We have one computer, two electronic scanners, and three signature pads," Gravell explained.

Record-keeping is also quite a bit easier for Gravell, thanks to Arrival. Since her department charges a handling fee to resort customers, Arrival can track this hotel revenue. "We might have as many as 20 groups here at a time, and I can enter a code for each group. This means that I can run reports itemizing information by group, making sure all charges get passed on, while tracking parcels to our internal departments as well."

"Arrival has saved our department a lot of energy in terms of tracking down missing packages and keeping track of data. I can keep two years of data in the system, and easily find information about a particular shipment," Gravell added.

Gravell also likes that Arrival is easy to use. Her entire staff is required to know how to run the system. "If they know what a computer's all about, it's not difficult at all. Running Arrival is mostly just reading what the screen says."

About Pitney Bowes

Pitney Bowes Inc. is a \$4.0 billion global provider of integrated mail and document management solutions headquartered in Stamford, Connecticut. The company serves over 2 million businesses of all sizes in more than 130 countries through dealer and direct operations. The Pitney Bowes Mail Management division, formerly Pitney Bowes TranScape, delivers leading edge, integrated, global solutions that manage the information surrounding the movement of documents and packages for customers of all sizes. Pitney Bowes' growth and success are integrally tied to an exciting, invigorating culture in which innovation, research and development, diversity, community support, and volunteerism are encouraged and rewarded. As a result, the company has been favorably profiled and acknowledged in numerous business-related books and major magazines as being a great place to work and build a career, especially for women and minorities.



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