

CASE STUDY:

Send 123 and STG Logistics

June 12, 2025



Introduction

The brick and mortar incumbent brands in office supplies, such as Office Depot, Staples and Grand & Toy are no longer resonating with the public and have little to no millennial appeal, making them ripe for disruption.

NEARLY 70% OF AMAZON SHOPPERS ARE EITHER 'MODERATELY' OR 'VERY' CONCERNED ABOUT COUNTERFEIT PRODUCTS ON AMAZON.*

Many companies are unaware that these companies prioritize their vendors over their customers. Of if they are aware, they've been unable to find viable alternatives.

They may use Amazon or Office Depot to benchmark prices, but then still engage in costly and time-consuming "shopping around."

72% OF AMAZON SHOPPERS STILL PRICE CHECK ON OTHER SITES.*

Overview

SEND 123 CONSULTED WITH STG LOGISTICS TO REVIEW AND OPTIMIZE OVERALL SPEND ON OFFICE AND WAREHOUSE SUPPLIES, TO GAIN VISIBILITY INTO THEIR SPEND AND TO IMPROVE CONTROL ON THE BASKET OF GOODS BEING PURCHASED.

STG has an ever-expanding network of warehouses and partner CFS facilities, covering the entire United States. They offer a full range of Ocean CFS, Air CFS, distribution and transportation services for a wide range of specialty import, retail, and freight forwarder customers.

With over 30 locations, and over 2,000 staff, there were a number of different parties at STG placing orders with a variety of vendors. This resulted in fragmented spending, and very little high-level overview of Office Supply procurement.

* The 2019 Amazon Consumer Shopping Study <https://learn.cpcstrategy.com/rs/006-GWW-889/images/2019-Amazon-Shopper-Survey.pdf>

The Challenge:

- Out of control office supplies and indirect spend
- De-centralized ordering of office materials
- Staff time spent on ordering
- Time and cost spent on returns
- Non-competitive pricing from current suppliers
- Too many supplier relationships to manage successfully
- Numerous vendors created difficulty confirming when product had been delivered
- Lack of easily accessible data on spend and eco performance

The Landscape:

STG logistics was facing issues and difficulties very typical for clients of big office supply companies like Staples and Amazon.

Customer Service:

The big office supply companies are not known for their customer service.

The customer review 5 star ratings are as follows:

Amazon 2.5/5

Amazon Prime 1.5/5

Staples/Office Depot 1.5/5

BY CONTRAST, SEND 123 SCORES 5/5

Returns:

The average level of returns for Staples and Business Depot is 30% The time taken to manage all these returns on the client side can be overwhelming.

The environmental footprint of returns and exchanges can be very problematic. Send 123 platform focuses ordering on a curated “very short list” of pre-approved products. This reduces customer returns to less than 1%.*

* The Toronto Star <https://www.thestar.com/business/2017/01/15/online-shopping-drives-surge-in-holiday-returns-and-what-happens-next-may-surprise-you.html>

Errors:

Office supplies are often ordered “on the fly” or while multi-tasking. Those placing the orders are often junior staff people. Errors are bound to occur when staff are searching through pages and pages of options for each product.

THE CURATED LIST PROVIDED BY SEND 123 FOCUSES ORDERING ON A VERY SMALL, PRE-APPROVED LIST. THIS TAKES RETURNS AND REFUNDS FROM AN INDUSTRY STANDARD OF 20% TO LESS THAN 1% FOR CLIENTS AT SEND 123.

Fraud:

SEND 123 PLATFORM HAS SCORED BETTER THAN BOTH AMAZON AND STAPLES IN RECENT WEBPAGE TEST BY CATCHPOINT SECURITY TESTS.

In addition, Amazon Marketplace is currently struggling with vendors offering fraudulent branded products across numerous product categories. Send 123 deals exclusively with a handful of trusted vendors, and all branded products have guaranteed authenticity.

Send 123 Solution:

THE SEND 123 TEAM CONDUCTED A THOROUGH ANALYSIS OF STG'S SPEND ACROSS ALL LOCATIONS. THESE ARE THE ELEMENTS OF THE SOLUTION:

- Comprehensive audit of current spend across all locations.
- Creation of streamlined Curated List to identify most-purchased SKUs, reduce errors, reduce time spent, drastically reduce returns.
- Demonstrated side-by-side like-for-like financial savings on a product by product basis.
- Customization of Send 123 platform to allow GL codes, multiple shipping addresses, and multiple billing addresses.
- Installation of a senior-level dedicated account manager.
- Regular training sessions with STG to ensure platform use is optimized
- Systematic Proof of delivery, including signature and photo proof, where required.
- Access to real time savings dashboards showing both financial and environmental improvements

PRIOR STATE	USD\$
Annual Spend - Product	\$644,256
Annual Spend - Labor	\$20,160
Annual Total Spend	\$644,416
# of Locations	35
Ordering Style	Decentralized
Ordering Frequency / Year / Location	26
Hours to Place Order	0.45
Hours for AP	0.25

NEW SEND 123 PLATFORM	USD\$
Annual Spend - Product	\$383,332
Annual Spend - Labor	(\$20,160)
Annual Total Spend	\$363,172
Total Savings	43.63%
# of Locations	35
Ordering Style	Centralized
Ordering frequency per year	26
Software Customization Costs	\$0
Initiation, Licensing & Start Up Costs	\$0
Training & Onboarding Costs	\$0
Recycled Content Increase	12%
Green House Gas Emissions Decrease	100%

The New Platform:

Send 123 provides customers with stylish, easy to understand savings and eco data for sharing with stakeholders and staff.

Last 5 orders summary:

At Send 123, we are looking out for both your business, and the planet. With these dashboard tiles, you'll immediately see the positive impact your purchase can make.



Financial Savings %

37.44%

\$10,514.70 → \$6,577.68



Recycled Content Increase

30.88%

10.00% Avg → 13.09% Avg



Send 123 Eco Score Increase

4.30%

1.37 Stars Avg → 1.43 Stars Avg



Financial Savings

\$3,937.02

\$10,514.70 → \$6,577.68



Greenhouse Gas Emission
Reduction

100%

2,637.88 Pounds → 0.00 Pounds



18 items of 34 items

52.94%

Made in USA

Conclusion:

This process can be easily repeated with any company, large or small, with anticipated savings of 15% - 20% annual spend.

WE TAKE CARE OF YOUR PROCUREMENT, SO YOU CAN FOCUS ON SCALING YOUR BUSINESS



As clients move away from vendors such as Staples and Amazon, they quickly learn that those vendors prioritize supplier relationships over customer savings and tend to push clients towards products that have the greatest mark-up for them.

SEND 123 PROCUREMENT PLATFORM IS QUICKLY AND EASILY ADAPTABLE TO CLIENT REQUIREMENTS.

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