



Endicia®

Case Study: Oznum



DYMO™ Endicia® Lights the Way to Savings for Online Retail Store

Plenty of people dream about starting a company; only a few actually give it a try. Fewer still launch a business while in high school — and guide it to success.



Phil Suslow, 25, is owner of Oznum.com, an online retail store that specializes in light-emitting diode (LED) lighting for vehicles, homes, gaming and entertainment. Among his thousands of customers are a famous pop star, who has used Oznum lights to adorn her band's drum kit for the MTV Music Awards, a certain "large theme park" in Florida, and the Venetian Las Vegas Hotel Casino, whose famous gondolas are aglow with Oznum LEDs.

Background

As a California high school student, Suslow started using LED lights, which consume less energy and last significantly longer than incandescent bulbs, for accenting his car. He soon discovered that demand was high for these decorative, small, yet reliable light sources in the auto detailing market. Working with a manufacturer in China, Suslow soon became a teenage entrepreneur, setting up headquarters in his bedroom.

"When I started, I would get one or two orders a day, hand-write the shipping labels and then go stand in line at the Post Office™ to send them out. When I would get really fancy, I'd print out the address on a label," Suslow said. "But as the business grew, I knew I couldn't spend that much time on shipping and waiting at the Post Office."

As a virtual one-man operation (he now has three other employees, who manage his Colorado warehouse), Suslow needed a resource that would enable him to make the shipping process more streamlined to keep up with his vastly increasing orders and maintain his steady focus on customer service.



The Solution

Soon after his business lit up, Suslow discovered postage technology and opened an account with DYMO Endicia. As a leading service provider with more than 25 years of postal industry experience, DYMO Endicia's customers have printed over \$5 billion in postage.

By bringing the Post Office™ to his desktop via DYMO Endicia's easy-to-use software-based system, Suslow and the Ozniium team are able to print postage with just a computer, printer and an Internet connection. As a result, Suslow has been freed up to focus more on growing and developing his burgeoning business.

Indeed, Ozniium now processes about 60 packages daily, 10 times the amount of packages he could prep and ship each day prior to using DYMO Endicia. He sends them via First Class Mail® and Priority Mail® to customers all over the world, thanks to a sophisticated, automated warehouse fulfillment system that easily integrated the DYMO Endicia Premium™ service.

"Before we started using DYMO Endicia's solutions, we would hand-label our packages, which was slow and often caused errors," explained Suslow. "Now we can prepare so many more packages and never have to worry about mistakes with the DYMO Endicia software."

The Future

Recently, Ozniium upgraded its service to the DYMO Endicia Label Server™ platform. Using state-of-the-art XML web services, Label Server perfectly integrates into the company's workflow, further saving time and money on domestic and international parcels. With just a few clicks of the mouse, Label Server produces an integrated label image, complete with postage, verified delivery/return addresses and various service barcodes.

Thanks to these and other features – like discounted Delivery Confirmation™ and Signature Confirmation™ service, discounted DYMO Endicia Parcel Insurance, hidden postage amounts and pre-filled customs forms – the Ozniium warehouse is a well-oiled machine.

It's so well-oiled that Suslow has more time to pursue his non-work passions, including international travel to hike, scuba dive, kiteboard, kayak and skydive—all while keeping business as usual and customer satisfaction high.

"I've managed to automate so much of the business that it doesn't require daily input from me," said Suslow. "And I have DYMO Endicia to thank for really helping Ozniium evolve."



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DE-CASE-010

December 2010

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