

[Shipwire case study: wind power]

## **Shipwire gives wind energy business the power to expand overseas**

Wind power has become the rage in alternative energy. Just recently, oil magnate T-Boone Pickens invested \$10 billion in a wind farm.

Anne Li, a New Jersey-based business woman knew wind power was going to be important back when she received her Master's Degree in Environmental and Renewal Resources from Duke University. Li's specialty is in wind-power renewal energy systems, and she quickly spotted a hole in the market. While large wind farms were servicing big agriculture, no one was successfully addressing residential and small businesses. After all, it's not easy to fit a wind farm in your backyard.

So Anne, a 5'1 bundle of energy, founded AriTrade, an alternative energy company, and set up a manufacturing facility in China. She helped design a small wind turbine that is not only compact but is also whisper-quiet. The patent-pending wind turbine (ARI) she developed is built in components to facilitate shipping and warehousing.

### **Putting wind power in backyards**

Her wind turbine not only fits in a backyard, but also fits the pocketbook of average homeowners. A 700 W/hour wind turbine can power a typical home for less than \$1,000. It is easy to set up and is vastly cheaper than solar alternative. Typically the wind turbine pays for itself over a 2-3 year period, and lasts about 20 years. Her turbine delivers \$1.02-\$1.5/watt as compared to \$5.00 for solar.

But to keep her price affordable for homeowners, she has to keep her own costs down. And at first, there seemed to be no way to do that. The first warehouse she used in Virginia cost her over \$10,000 a month. She also had to manage 3 full time employees

( with full salaries, plus retirement and health benefits. ) The warehouse ate up her profits as well as her time.

Shipping her turbines from China to her warehouse was slow, so she couldn't turn over inventory in order to service new customers adequately.

When she discovered Shipwire and implemented its storage and shipping solutions it totally transformed her business and expanded her possibilities.

### **Shipwire powers profits**

With Shipwire the time it takes to ship from China to her new U.S. warehouse was cut from 60+ to 14 days. This allowed her to replenish her inventory faster and service more customers and give them better service.

The monthly warehousing costs on Shipwire is on average 1/3 less than her previous warehouse. And by taking advantage of Shipwire's multiple warehouses, and automated, point and click delivery feature, she is able to further cut costs and service more markets faster.

According to Li, "Shipwire is automatic so it saves a ton of time. Before I had to write down orders and then give it to the warehouse at the end of the day...ship...tracking numbers...it was a lot of work. And Shipwire is so reliable, I don't even worry."

Less time. No worry. And a much nicer bottomline... "Shipwire saves me around \$3000 per month. And my profits have increased by 38%," says Li. But while cutting costs and increasing profits are critical, perhaps Shipwire's best benefit for Anne is to enable her to easily expand into her most important market - Europe.

### **Shipwire powers expansion**

"Europe's commitment and acceptance of alternative energy especially wind is 10 years ahead of ours. This is where my biggest market is," says Li.

But expanding into Europe presented formidable challenges. Shipping on Trans-Atlantic ships or with Air-Freight shipments is prohibitively expensive. And getting into the EU market can be a logistic and bureaucratic nightmare, especially for a small business person.

## **Shipwire has the answer: Its UK solution.**

Shipwire's new state of the art warehouse in London provides Anna with an easy, no-hassles beachhead into the European Union marketplace. It gives Anna a direct line into the second of the world's top 3 consumer markets, with no hassles and unified administration with Shipwire's U.S. and

Canadian warehouses... and it all can be managed with a few clicks from Shipwire's easy, online interface.

In addition to all the logistical help, Shipwire also helped Anne through the EU bureaucratic and financial maze. In a very real sense Shipwire's London facility gave Anne the power she needed to to expand her business overseas. The UK warehouse is driving distance to Ireland, and a "chunnel" away from the rest of Europe. At last count, Anne had set up business in Spain, Italy, France, and Greece.

As you can tell, this is one busy woman. With Shipwire making shipping so easy and quick, she is able to focus on marketing and manufacturing. And she is able to expand into new alternative energy products. This alternative energy dynamo is poised and ready to to take on new challenges in new markets. After all, with Shipwire taking care of so much of her infrastructure, Anne Li has the wind at her back.