



# Customization Case Study

## Cargo Largo

cargolargo.com

### BACKGROUND:

In 1994, Recovery Management Corporation (RMC) of Independence, MO conducted a nationwide search to find a software vendor that could meet their unconventional and highly specific business requirements. RMC resells lost and damaged freight from LTL carriers (e.g. Yellow Freight and Roadway) and common carriers (UPS and FedEx). Since the merchandise is random in nature and quantity, there can be no traditional “product file” with items that the company chooses to sell; they sell whatever comes out of the trucks.

### REQUIREMENTS:

Three different sales venues were needed: retail, wholesale, and “bid lots”. Bid lots are a grouping of similar products where one is a usable item and the rest are junk. These bid lots are sold in weekly silent auctions. The bid lots are both a revenue stream and a junk disposal system. The retail price of items was extremely important, and in essence is a “Goldilocks” problem – priced too low, and a shopper will buy the entire supply (to resell), and priced too high the items will not sell. The ability to research a database for prices of like items, and the velocity of sales of those items, was a key factor in the system needs.

### SOLUTION:

Later that year, Circle Commerce worked with RMC to design and build this unique system. Circle Commerce provided the software solution that drove the company’s growth and allowed for the building of unique programs to handle data, reporting, and specific pricing for many of Cargo Largo’s suppliers. We have been providing modifications, upgrades, ongoing development, and upper level support to RMC for the past 20 years. To date, all sales venues run through Circle Commerce Manager. Additionally, all internal information systems components are provided by Circle Commerce.

The company rebranded to Cargo Largo in the early 2000s and has over 300,000 square feet of wholesale space and a 30,000 square foot retail store with 21 registers. The Circle Commerce system supports over 40 Symbol RF guns to move, price and sell merchandise.

### CIRCLE COMMERCE—CUSTOMIZATION CAPABILITIES:

Our specialty is the ability to customize each and every feature of our system. Real customization - new modules, significant changes - that's our bread and butter. Customization at Circle Commerce is what we have been doing for over 20 years, and utilizes our software that was designed to be customized, combined with specific business practices and methodologies that allow our customized systems to remain fully upgradable and fully supportable.

