



How to Control a Market ... One Controller at a Time

With hands-on help from UPS, Scuf Gaming's customized, professional-grade video game controller dominates e-sports.

Case Study: Scuf Gaming

Scuf Gaming leads the e-sports industry in the design and creation of gaming controllers. Atlanta-based Scuf ships thousands of units monthly to avid players worldwide.

Challenge

Scuf customizes controllers with more than 20 functions and millions of possible variations, from button placement to paint color. How can Scuf manage such production complexity and still control costs?

Solution

Consulting with trusted logistics advisor UPS, Scuf adopted new shipping practices and internal technology that improved time-in-transit, inventory management, customer experience, and staffing efficiency.

Results



Optimized Scuf's shipping modes, reducing costs without time-in-transit compromises



Cut year-over-year peak season costs with shipping efficiencies that reduced overtime



Improved the customer experience with package status notifications via UPS tracking technology and other solutions



Streamlined and simplified shipping processes to reduce errors and delays





Scuf Gaming created one controller to rule them all, and now teams with UPS to stay on top

In the blazing-fast world of e-sports — those competitive console games like Call of Duty, Street Fighter, FIFA Interactive World Cup — the hand that rules the controller rules the world. A split-second difference in the speeds of hand-held devices that operate games separates winners from losers.

In 2011, Scuf Gaming founder Duncan Ironmonger saw potential in customizing controllers to the unique styles of individual gamers. He set up shop behind a garage, took apart standard controllers, then refit them with faster micro-switches, trigger stops, and "scufs," or hand-operated paddles.

Today, hundreds of thousands of sales and 36 patents later (with 65 more pending), about 90 percent of professional gamers use Scuf, and the company licenses its intellectual property to Microsoft for its Xbox® consoles.

The controllers have proven so popular that sales have caused growing pains.

"We manufacture and assemble, customize, ship, handle customer support and returns/repairs all in house," says Ironmonger. "It's an incredibly complex process."

Scuf needs the right inventory in place to customize controllers and adapt to changing trends. Customers can place orders for literally millions of customized options. Controllers then are assembled and shipped in just 24 to 48 hours.

"A shipping partner that can help us keep up with demand, with all that's coming and going and with all the complexity, is essential to our business," says Ironmonger. "That's why we chose UPS."

A game-changing conversion

"Rapid growth is a delightful problem," says UPS Account Manager Leyna Jones. "But it is a challenge to efficiency, and that means a challenge to the bottom line. When you're a young company, fast growth can affect labor costs, customer service and employee morale. Efficient logistics helps everything."

Scuf switched its shipping to UPS in 2016 at the busiest time of year — the holiday peak season.

Following UPS advice, Scuf simplified its internal systems, reducing errors and delays, fixes that saved both money and time.

UPS® CrossWare integration combined five internal systems into a single robust shipping platform with real-time connectivity and order consistency. The switch saved two minutes per package in processing — a time/cost saving on hundreds of packages daily and tens of thousands annually.

Scuf added solutions to improve the customer experience. A UPS® Ship API Tool reduced manual steps, and the errors causing returns or delays. UPS tracking technology let Scuf notify customers of package status. And other UPS services gave customers more control over where and when to receive deliveries.

Finally, UPS helped Scuf optimize shipping modes, reducing costs in many locations by changing from second-day air to traditional ground shipping, with exactly the same time-in-transit.

"Time," says Ironmonger, "is the most critical aspect of our business. As we've grown, accuracy and efficiency and being able to get answers fast makes a tremendous difference."

"Our experience has been very good with UPS. From rates to the quality of systems, it's been an option that's kept us at the top of our game."

"A shipping partner that can help us keep up with demand, with all that's coming and going and with all the complexity, is essential to our business," says Ironmonger. "That's why we chose UPS."

Results described herein are specific to the business case described and should not be considered typical. Your results will vary depending on your needs, choices and circumstances.

© 2018 United Parcel Service of America, Inc. UPS, the UPS brandmark and the color brown are trademarks of United Parcel Service of America, Inc. All rights reserved. Reproduction in whole or in part is prohibited without written permission. Persons or publications quoted and the comments of guest contributors do not necessarily represent the corporate opinion of UPS. 3/18