

# GREATER CONTROL AND EFFICIENCY OVER THE ENTIRE ECOMMERCE SYSTEM



ShippyPro allows us to scale our eCommerce operations globally, guaranteeing all online shops greater flexibility in choosing couriers and maximum control and autonomy for the Ecommerce network Admin.”



**Marco Pasini**

Head Of Ecommerce Software Development |  
MACRON SpA

## THE SHIPPYPRO ADVANTAGE

### 1.149

Estimation of errors avoided with relative reduction of complaints, returns and management times

### 34K EUR

Direct savings on the bottom line thanks to the automation of e-commerce shipments

### 7000 hours

Hours saved per year thanks to the automation of logistics flows

## A true model of efficient and scalable omnichannel strategy

Macron manages a complex multi-level Ecommerce system composed of over 3,000 online stores, fully integrated through the ShippyPro platform. The network includes 171 physical Macron Sports Hub stores worldwide, each with dedicated sub-accounts, which allow autonomous and efficient management of logistics flows resulting from online orders.

The structure is designed to support shipments to over 100 countries, including Italy, the United States, the United Kingdom, Spain and many other strategic markets. The native integration between Ecommerce, points of sale and logistics allows Macron to maintain a high standard of service, reduce fulfillment times and offer a completely centralized but locally responsive management: a true model of efficient and scalable omnichannel.

Thanks to the collaboration with ShippyPro, Macron was able to obtain not only a more fluid and centralized management of its multi-level Ecommerce network, but also concrete and measurable operational results.

The automation of shipping processes has generated a direct saving of 34,000 Eur on the bottom line, contributing significantly to the economic efficiency of the entire logistics ecosystem.

In parallel, the optimization of flows has saved over 7,000 hours per year in manual activities, freeing up resources to be used in activities with higher added value. Finally, the reduction in operational errors – 1,149 avoided – has led to a substantial decrease in complaints, returns and management times, while improving the end customer experience.



Reduction of complaints, returns and management times with an estimated 1,149 errors avoided and over 7,000 hours saved per year thanks to the automation of logistics flows. These are just some of the benefits resulting from our collaboration with ShippyPro.

In the near future, we plan to expand our use to B2B flows, implement API integration, implement personalized shipping notifications and further accelerate order fulfillment operations.



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## THE PROJECT NUMBERS

### SHIPMENTS PER YEAR

**42 K**

### DESTINATION COUNTRIES

**> 100**

Italy, USA, UK, Spain, etc.

### SALES POINTS and INTEGRATIONS

**171** stores in the world equipped with sub accounts for the management of logistics flows derived from online purchases

**+ 3000 Ecommerce** managed by Macron Sports Hub through the ShippyPro multilevel

## Macron, the history of sportswear

Founded in Bologna, Italy in 1971, Macron immediately chose to develop its own brand, designing, planning and distributing its own technical clothing for football, basketball, volleyball, baseball and finally also for rugby. Macron is a leading Italian company in the technical sportswear sector. Chosen today by some of the most important competitive teams in the European scene, in 2024 it reached 224 million EUR in turnover. Its adventure in competitive sport began with the first technical sponsorship of a top-level club: Bologna FC 1909.

Since then, its brand has been seen on the jerseys of numerous professional teams. In 2010, Macron opened its first stores with the Macron Sports Hub project, offering sports and casual clothing, accessories, and merchandising, and also opened its official online store to bring fans closer to their teams.

In 2019 it became the official supplier of UEFA referee kits. For the Teamsports business line, a marketplace is created that now encompassing over 3,000 club eCommerce sites managed by 171 local retail stores. It is in this context that the collaboration with ShippyPro was born.

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