

# WHAT DOES IT TAKE TO FULFILL CUSTOMERS' NEEDS WITHOUT FRICTION OR DELAY?

To fulfill customer demand, supply chain visibility has to go beyond tracking and tracking.

## EXECUTIVE SUMMARY

### CHALLENGE

Business expansion of a leading apparel manufacturer and retailer came with increased complexity across its supply chain. The use of multiple incompatible systems hindered information flow and timely decision making, which also impacted the management of suppliers and shipping activities, leading to inefficient inventory management and higher supply chain costs.

### SOLUTIONS

Through our Control Tower solutions, we have brought complete transparency to our customer's end-to-end supply chain resulting in improved efficiencies, higher delivery accuracy and reduced supply chain cost.

## RESULTS



### USD 190K

Saved by regional consolidation strategies



### USD 65K

Saved through ePacking to eliminated inbound piece scanning at destination



### USD55K

Saved by timely PDQ operation to avoid unexpected expedited delivery



### 100%

Traceable and auditable processes



### 100%

Increase in automated response to discrepancies

## OUR CUSTOMER'S CHALLENGE

**Our customer's business expansion came with increased complexity across its supply chain. The key driver being the use of multiple incompatible systems that hindered information flow and timely decision making. This also impacted the management of suppliers and shipping activities, leading to inefficient inventory management and higher supply chain costs.**

Without a systematic approach and integrated solutions to manage international processes, resources were constantly wasted on inefficient and ineffective supply chain practices. What was more daunting for the customer was the possibility of not being able to get products to customers by the right time, harming the overall customer experience with the brand.

With geopolitical risks increasing across their entire supply chain, our customer needed to significantly enhance and integrate its trade compliance management and distribution strategies to mitigate potential supply chain threats and optimize costs, such as labor and storage cost.



## OUR SOLUTION

**Our Control Tower solutions brought complete transparency to our customer's end-to-end supply chain, resulting in improved efficiencies, higher delivery accuracy and reduction in supply chain cost. With the new strategies in force, our customer has already moved forward with further supply chain optimization instead of simply monitoring supply chain flows.**

In addition to improving supply chain transparency, our Order Management and Control Tower solutions offer holistic solutions covering upstream production to downstream distribution. Our ongoing initiatives help the customer run business scenarios, assess trade-offs, accelerate responses, and even change the economics of production through data-driven analysis. Some may say inventory is money sitting on your (digital) shelves.

Inefficient inventory logistics or inflexible distribution practice could lead to failing customer orders and possibly result in revenue lost and damage to your business' reputation. Yusen Logistics Order Management and Control Tower team has the industry expertise in your field and latest innovations to provide you a suite of customized solutions and business insights, enabling enhanced planning to serve the customer's customers needs and demands at the right time and place.



We help our customers to deliver their promises to their customers in a proactive and strategic manner.

## THE BENEFITS

Supply chain visibility matters.

We formed a single point of contact and structured an account management team to deploy specific solutions for each brand and geography. The result was enhanced interconnectivity driving holistic management, achieved via a single supply chain platform that can manage suppliers and carriers booking, documentations, discrepancies, shipment status and KPI & reporting.

Highlights of the solution include **automated exception management** that quickly mitigates issues on exceptions based on clear operational guidelines and customer business rules, **innovative shipment predictive analytics** for improving reliability of cargo flow & inventory planning and various **regional loading & consolidation strategies** for freight & storage cost reduction.

Additionally, we have deployed our **ePacking** solution to automate the pick and pack operation at origin factories, which were originally done at destination. The replacement of manual packing and documentation with digitalized and P.O verified packing instruction increased packing accuracy and time efficiency. To meet seasonal promotion, value-added services like **PDQ (Product Display Quantity)** has been implemented at origin within dedicated bonded facilities to enable more efficient PDQ program with a lower cost and facilitated ready-made in-store sales.



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