



## MANUFACTURER GAINS STRENGTH FOR ITS SUPPLY CHAIN

*New logistics partner helps company control costs and focus on meeting demand growth*

### Situation and Challenge

A manufacturer of accessories for wood-burning stoves was facing many issues due to enormous growth. Most of the problems involved supply chain inefficiencies in capacity, bill auditing and risk management. Instead of being able to focus on expanding operations, managers were mired in back-office tasks and issues with service providers. Shepherding growth while meeting customer expectations required a complex choreography, and the company was stumbling.

### Success Defined

The manufacturer allowed Harte-Hanks Logistics to analyze key components of its supply chain and offer solutions for improvements in these areas:

- Risk management
- Capacity
- Invoice auditing
- Dispatching / track and trace
- Optimizing its personnel

Success would be defined by a combination of direct cost savings and increased visibility of their supply chain network.

### The Harte-Hanks ROI Solution

Transportation management specialists at Harte-Hanks went to work with our proprietary online Order Entry System. Our O.E.S. technology simplifies carrier selection, manages track and trace, and delivers built-in quality control procedures such as easy identification of the person who signed for a delivery anywhere in the distribution chain.

### Harte-Hanks Makes ROI Happen

- A manufacturer of accessories for wood-burning stoves saved more than \$50,000 in the first four months of a supply chain overhaul by Harte-Hanks Logistics.
- By offloading tedious back office tasks, the company also saves time and is able to redirect personnel from shipping and delivery management to other functions – particularly those that support growing demand for its products.
- Visibility into supply chain operations allows the company to serve its customers better, promoting satisfaction and loyalty as the foundation of continued demand and growth.

**For More Information,  
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### Successful Results Quantified

- Analysis of inbound and outbound costs before and after the shift to Harte-Hanks Logistics shows the manufacturer saved more than \$50,000 in direct transportation costs four months into the new system.
- Because the company spent less time auditing invoices, controlling risk management, and monitoring track-and-trace functions, key personnel were able to focus more closely on production and growth.
- With the company now receiving one invoice from Harte-Hanks Logistics for all transportation modes, accounts payable staff was able to focus their energies on other functions where they were needed more.
- Using the service provider network maintained by Harte-Hanks Logistics enabled the manufacturer to free up dock space as capacity issues were solved. In turn, this provided the crucial space needed to increase manufacturing capacity.

### The Future — Continuous ROI Improvement

Due to successful changes in its U.S. supply network, the company has asked Harte-Hanks Logistics to drive the same results for their Canadian locations. Scalability is built into Harte-Hanks Logistics solutions -- so the manufacturer will be able to continue focusing on the welcome challenge of meeting demand growth.

### Complete Solutions From A Single Source

- With the Harte-Hanks Logistics O.E.S. technology automatically selecting the optimal service provider -- then tracking the shipment through to destination -- there is minimal need for back-office supply management. Clients are free to focus on their primary business.
- By having carriers ready at a moment's notice, product no longer sits on a dock waiting to be shipped.
- Harte-Hanks Logistics delivers on time, every time, with skilled application of state-of-the-art technology.

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