



RECYCLED AUTO PARTS DISTRIBUTOR DRIVES COST SAVINGS

Streamlining 52 locations into one supply chain improves bottom line in seven months

Situation and Challenge

Different procedures at 52 shipping locations meant escalating costs and no clear picture of how to gain efficiencies. In addition to being unmanageable, the fragmented supply chain impacted customer relationships. The company was mired in back-office tasks and service-provider issues instead of focusing on meeting the needs of its customers.

The complex choreography of managing operational costs while meeting customer expectations was negatively impacting the company's bottom line.

Success Defined

The company invited Harte-Hanks Logistics to analyze key components of its supply chain and offer solutions to bring these areas under control:

- Reporting
- On-time performance
- Consolidated billing/auditing
- Dispatching/track and trace
- Network compliance

Success would be defined by combining service provider network streamlining and improving visibility throughout the distribution system — from order entry to delivery.

The Harte-Hanks ROI Solution

A team of transportation management specialists began with our proprietary, online [Order Entry System (O.E.S.)]. This technology simplifies carrier selection, manages track and trace, and delivers built-in quality control procedures such as easily identifying the person who signed for a delivery, anywhere in the distribution chain.

Harte-Hanks Makes ROI Happen

- Harte-Hanks overhauled a leading parts distributor's supply chain and saved it more than \$200,000 in the first seven months.
- Developing specialized reporting via a secure Web portal provided by Harte-Hanks Logistics brought inconsistent and inefficient business processes under control.
- 24/7 supply chain visibility gave the company the information it needs to make strategic business decisions and grow more efficiently.

For More Information, Please Contact:

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We make it happen.®



With [O.E.S.], sales representatives could track their orders and view an individual customer's activity across any given time period. Coupled with reporting functionality that provided managers with reports customized to their business needs, this greater visibility made it possible to see what was happening across all locations 24/7.

Successful Results Quantified

By analyzing before and after costs of both inbound and outbound distributions, the company realized more than \$200,000 in direct transportation cost savings during the first seven months.

Reducing the number of service providers, enhancing reporting capabilities and improving technology behind the company's distribution infrastructure resulted in a highly efficient supply chain.

Custom enhancements to Harte-Hanks Logistics [O.E.S.] meant the company was better prepared to meet the evolving needs of its customers.

The Future — Continuous ROI Improvement

A dedicated Harte-Hanks Logistics team consistently works to improve efficiencies. We're now working to drive the same results for the company's international business. It's part of our commitment to the continuing success of each client and its stakeholders.

Benefit from a proprietary system that allows 24/7 supply chain visibility

- Harte-Hanks Logistics [O.E.S.] streamlines freight management by selecting the freight carrier with the best service and price, then tracking the shipment from end to end.
- Real-time, custom reports through a secure Web portal increases compliance throughout the supply network and allows for greater cost control.
- Customized application of leading-edge technology and supply-chain expertise gives clients both superior results and measurable return on investment.

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