



LEADER IN SPECIALTY REFRIGERATION UNITS DRIVES SAVINGS AND VISIBILITY THROUGH DISTRIBUTION IMPROVEMENTS

Utilizing one company to streamline supply chain services

Situation and Challenge

With targeted growth of over 45% year over year this distributor of specialty refrigeration units was faced with a logistics dilemma. Growing sales being outpaced by growing transportation costs. In addition to spiraling costs, additional warehousing space was needed to service West Coast clientele and communication was becoming an issue. Instead of being able to focus on servicing their clients, this customer was muddling through back office tasks and clumsy communications with their other warehousing location. This was proving to be an impediment to their aggressive growth goals

Success Defined

Harte-Hanks Logistics was invited to complete their Value Analysis Program to identify those factors critical to success that could be addressed through improved supply chain processes. These factors included:

- Accessibility to online reporting
- On time performance
- Consolidated electronic billing
- Visibility to inventory through the web
- Cost effective transportation solutions

Success would be achieved by combining improved visibility to shipment information with cost effective transportation and critical placement of third party warehousing

continued

Harte-Hanks Makes ROI Happen

- Harte-Hanks saved this specialty product distributor over 10% in direct cost savings and allowed the client to avoid a major capital expenditure for additional warehousing space
- Inconsistent communication issues solved by bring all aspects of supply chain under one company and by utilizing reports tailored for specific needs.
- By allowing the client to see what's happening in the supply chain 24/7, they have the information they need to make strategic business decisions and grow their business more efficiently

For More Information, Please Contact:

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We make it happen.



The Harte-Hanks ROI Solution

Transportation management specialists and warehouse management specialists went to work with the data gathered through our Value Analysis Program to identify those areas where the biggest impacts could be made. By utilizing of our proprietary, online Order Entry System (O.E.S.) the client now has the ability to manage freight carriers, track and trace, billing and inventory management through one simple, secure web site. This visibility was coupled with reporting functionality that provided managers with reports customized to their business needs. They now had literally 24/7 visibility across their distribution network – just the tool they need to drive their growth goals

Successful Results Quantified

Analysis of inbound and outbound costs before and after reveals savings of nearly 10% in direct transportation costs in the first 4 months of using the proprietary Harte Hanks Logistics O.E.S.

Harte-Hanks Logistics created a high visibility system that is both easy to use and customizable for each functional need of the user. All within a secure website

Client is now poised to tackle growth with in their distribution chain with no worries of managing their own brick and mortar.

The Future — Continuous ROI Improvement

The dedicated Harte-Hanks Logistics team consistently works to help improve efficiencies. Harte-Hanks Logistics is now working to help them manage all aspects of their supply chain – from inbound containers from Asia to returns from clients to value add services at the various warehouses. Harte-Hanks Logistics is committed to the continuing success of the client and its stakeholders.

Secure Web Access for Easy Single Source to Critical Information

- Harte-Hanks Logistics O.E.S. selects the carrier with the best service and price, tracks the shipment through delivery, and provides minimal need for management of freight.
- Customized reporting through a secure web portal increases visibility for critical business decisions.
- Harte-Hanks application of leading-edge technology and supply chain expertise delivers superior results with measured return on investment

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