



KEEPING SCORE THROUGHOUT THE SUPPLY CHAIN

Seeking to reduce the number of 3PLs it worked with, a sports retailer chose Yusen Logistics as its sole vendor and successfully increased efficiency throughout its global supply chain.

OUR CUSTOMER'S CHALLENGE

A leading U.S.-based retailer of outdoor recreation goods and hunting and fishing equipment faced growing complexity in its overseas shipping activities. The company was working with a number of vendors, customs brokers and third-party logistics (3PL) providers to transport cargo from Asia to its 85 stores across the U.S.

Seeking to increase efficiency and contain freight costs, the retailer decided to consolidate processes and work with a single integrated 3PL that could manage its transportation and compliance functions, as well as provide inventory visibility from origin to destination.

More importantly, the 3PL had to offer a purchase order (PO) management solution that would provide a single invoice for freight charges, customs duties and customs clearance charges.

The retailer chose Yusen Logistics, one of its long-time partners, to be the sole service provider. Yusen Logistics' Origin Cargo Management

(OCM) group, along with its Ocean Freight Forwarding (OFF), Air Freight Forwarding (AFF) and Customs House Brokerage (CHB) teams, worked together to provide an end-to-end supply chain solution for the retailer.

OUR SOLUTION

To meet the retailers' needs, the teams employed Yusen Logistics' Regional Control Towers and the proprietary "Griffin" visibility system. Griffin manages the retailers order, cargo, information and documentation, by exception, in line with the POs and SOPs, at the regional service level.

The solution enables complete end-to-end visibility along with many benefits, including:

- One process from all origins;
- PO milestone capture;
- eInvoice with EDI data feed to CHB;
- Accurate data/document feed to U.S. client;
- Scoreboards, dashboards and report writer;

- Inventory visibility from origin to destination.

THE RESULTS

Through vendor and PO management, Yusen Logistics was able to streamline the retailers' processes and procedures to provide the correct information to every link in the supply chain. This has resulted in accurate customs classifications, reduced transit times and easy accounts payable transactions achieved through consolidated billing.

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