

CUSTOMER

The home entertainment business of a major Hollywood studio.

CHALLENGE

- Ensure and document on-time delivery service to approximately 10,000 North American retail destinations.
- Reverse the trend of rising transportation costs.
- Provide on-demand, end-to-end supply chain visibility to support reactivity and decision-making.

SOLUTION

- Comprehensive third-party logistics service manages all transport to retail.
- End-to-end supply chain visibility supports financial and operational tracking and controls.
- Includes independent, third-party freight audit and payment.

BENEFITS

- Immediate cost savings with no capital investment.
- More than 30% reduction in average transport cost per order.
- Better on-time performance for all shipments, including critical time-sensitive, high value new releases with extensive security requirements.
- On-time deliveries to one major retailer improved from 70% to 96%.
- End-to-end visibility by SKU, mode and consignee.

Technicolor Slashes Costs & Improves Home Entertainment Supply Chain Performance for a Major Hollywood Studio

Customer

The home entertainment business of a major Hollywood studio.

The Challenge

Our client ships hundreds of millions of DVD and Blu-ray™ products annually to approximately 10,000 North American retail locations including major chains such as Walmart, Target, Best Buy and Amazon. The company has a long standing supply chain relationship with Technicolor for services including demand planning, manufacturing, distribution, and reverse logistics, but had been directly managing its own transportation relationships. The customer was facing increasing challenges in transportation with rising costs, limited supply chain visibility, shrinkage, and unacceptable on time delivery performance.

The Solution

The customer's relationship with Technicolor was expanded to include our comprehensive Transportation Management Service offering for all their products through the entire supply chain. These services include planning, carrier selection, mode optimization, rate shopping, freight settlement, and complete supply chain reporting tools and analytics. Thanks to comprehensive supply chain visibility, the customer benefits from in-transit and financial information sorted by SKU, mode and consignee. The solution includes populating financials and operational data into the client's ERP.

The Benefits

Transportation cost per unit dropped by more than 30% during the initial year. Additional savings were achieved from prepayment audit and settlement services built into the solution. On-time performance was also improved dramatically. For example, on-time deliveries to one major retail chain improved from 70% to about 96%. What's more, enhanced financial visibility has enabled the client to make informed decisions to streamline internal processes that impact supply chain performance and costs.

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