

Stored Value Solutions (SVS) Finds Partnership With TGL Growing Along With Their Needs

The Situation

Support needed in providing direct-to-store solutions for daily replenishment and seasonal launches of serialized prepaid products (gift cards) with time-sensitive delivery requirements.

The Solution

A partner who could execute in three key areas – control, accuracy, and timeliness – and also be highly flexible – in this case growing to handle logistics, fulfillment, packaging & assembly, as well as direct-to-consumer.

The Client

Stored Value Solutions (SVS) is a leader in gift card processing and program management – managing more than 800 million card products and processing over 1.5 billion transactions annually. SVS partners with top retailers around the world to offer stored value solutions and effectively drive behaviors that will lead to business success.

The Situation

2006 saw a rapidly growing need for timely direct-to-store holiday deliveries – due in large part to the explosion in gift card popularity. It was then that SVS sought support in providing direct-to-store solutions for its clients for both daily replenishment and seasonal launches. As a provider of serialized prepaid products with time-sensitive delivery requirements, they were looking for a partner who could execute in three key areas: control, accuracy, and timeliness. With this as their baseline, they also needed someone who could be highly flexible responding to short notice demands.

The Solution

In their initial conversations with Technicolor Global Logistics (TGL), SVS discovered that they shared very similar order patterns and profiles – indicating they would make a good fit as partners. Technicolor's experience in the music and media industries further demonstrated they could meet their needs, and SVS began working with TGL that same year. When they were made aware that their shipping destinations and holiday pushes overlapped, SVS knew that TGL understood their market – and that time is valuable, especially in this business.

In striving to optimize holiday season resets, SVS sought to ensure that they capitalized on every available moment. In their analysis, transit was an important area of focus. They needed to more fully optimize the timely arrival, receipt, and availability of inventory to maximize their throughput.

The Outcome

In 2016, while looking at new ways to streamline their processes further, SVS began discussions with Technicolor about handling their logistics. This resulted in a number of steps being removed from their existing process, giving their planning teams a clearer line of sight and enabling them to become more efficient in handling their direct store delivery (DSD) components.

After making these changes in early 2017, SVS saw very positive results. On the DSD side, TGL has handled hundreds of thousands of orders and tens of millions of cards; logistics wise, they have handled thousands of shipments.

That same year, SVS again reached out to Technicolor – this time about providing support for their direct-to-consumer (DTC) needs. While similar in some respects, these needs were quite different in others – from timeliness, the methods of packaging, and the receipt of gifts – to the messaging that needs to be conveyed to different types of consumers and, in general, catering to each brand's unique needs.

Even so, the Technicolor team was once again able to help SVS build out a solution that was scalable and flexible – now encompassing not only fulfillment, but packaging and assembly as well. TGL has fulfilled and packaged millions of DTC orders – all while holding true to SVS's three key requirements: control, accuracy, and timeliness.

The Bottom Line

“With Technicolor Global Logistics, the answer is always yes – and they will always give counsel if you need to change how you do, and what you do, to get to yes. There are inevitably always going to be issues, but you will always find a responsive and professional organization adapting to make things right.”

~ Jimmy Polk, Vice President, Global Production – Operations, SVS

About TGL

TGL is an established logistics partner to some of the most prominent names in consumer products – handling complexities and challenges like the ones related here every day. As a leader in retail logistics, TGL has diverse experience in managing time-sensitive, high value, and high-velocity supply chains, including products that require end-to-end handling, from import to time-definite transportation to retail locations numbering over 10,000. The obstacles affecting importers are unique, but have familiar consequences. TGL's commitment and experience in navigating and solving multifaceted supply chain challenges continues to make them a preferred partner for many high-volume and high-demand customers.