

CASE STUDY

ATHLETICS COMPANY

How Livingston turned a warehousing crisis into a supply chain success story.

Warehousing

From warehouse crisis to supply chain solution

The customer's warehouse lease was being terminated, and budget constraints were limiting their options for a replacement. Time was running out when they turned to Livingston for help.

When you're in the business of selling heavy, bulky items like gym-floor mats, training equipment and workout accessories, the last thing you need is to discover suddenly that you no longer have a place to store them.

But that's precisely the situation in which our customer, a Minnesota-based training facility outfitter, found themselves recently. Abruptly given notice that their warehouse lease was ending, they had mere months to find a new space. With few viable alternatives due to budget restrictions and a shortage of available properties, our customer was in the unenviable position of having a lot of heavy product... and nowhere to put it.

A solution bigger than a warehouse

With no new options and time running out, they contacted Livingston to see how we could help resolve their predicament.

Livingston saw that the customer had been looking for storage facilities based on 100% capacity – a level they had rarely, if ever, reached – and was able to present a solution that solved problems and cut costs.



“We realized the customer would benefit from a more comprehensive offering, rather than simple warehousing support,” said **Chad Smith**, Trade Management Executive at Livingston International. “What’s more, we could save them money in the process.”

Livingston's supply chain experts took a deep dive into the customer's data, analyzing their historical transactional volumes to see if, and where, cost and logistical efficiencies could be found.

Our analysis revealed that our customer had been seeking storage options based on 100% capacity – a level they almost never experienced. This led us to a more creative solution, one that went beyond finding them a new place to store their wares.

How Livingston helped

Livingston's solution to the customer's warehousing challenge was creative, yet simple: we would move them to a per-pallet pricing model instead of paying for square footage, allowing them to realize cost savings based on their inventory levels. But after having analyzed their trade data and processes, we also identified other opportunities for cost savings.



“We gave the customer a technology solution that allowed them to gain visibility and customized reporting from origin to destination. And in addition to that, we were able to provide them with access to our transportation management system, which allows them to provide flat rate quotes and generate purchase orders quickly and easily. They had been following a very manual, time-consuming process. Our technology solutions allowed them to automate and streamline that process.”

– Chad Smith, Livingston International

With the support of our International Freight and Transportation Services team, Livingston’s experts created a customized approach that would save the customer significant sums of money every year. By having Livingston manage their supply chain, and drawing from our extensive suite of proprietary software solutions, the customer was able to simplify their order-relay process to customs brokers and freight forwarders while offering full visibility to these logistics partners.

Our solution included proprietary technology that transformed the way the customer does business. Instead of relying on an extensively manual process, consisting of

emails and spreadsheets, to communicate orders to their warehousing managers, we introduced them to technology solutions that allow them to:

- accelerate their order process,
- gain complete visibility into their inventory, and
- give their customer service reps full access to our system, empowering them to quote and book domestic transportation in real time on a client call.

The benefits to the customer were tremendous. The savings included tens of thousands of dollars in international and domestic transportation costs, and 10 percent of the company’s original warehousing costs by quoting price-per-pallet instead of container. In addition, they were able to recuperate costs related to warehousing staff, while optimizing their customer-quote process.

By producing a creative, end-to-end solution, Livingston lifted some of the weight off the customer’s shoulders, allowing them to focus on what they do best – being the world’s leading training facility outfitter.

Contact Livingston

From finding warehousing solutions, to streamlining your freight and transportation processes, Livingston’s experts are here to help. Write to us at: simplify@livingstonintl.com or give us a call at 1-800-837-1063