

HIGH-TECH FIRM ACHIEVES COST CONTAINMENT OBJECTIVES WHILE INCREASING SUPPLY CHAIN VELOCITY

PROVIDING SOLUTIONS

The Challenge

The client, a global provider of secure IP/Ethernet switching solutions, sources products from South China and Taiwan for sales in the United States. They identified cost containment objectives and wanted to improve the overall performance of their supply chain.

The Strategy

MIQ Logistics analyzed the situation and determined that improvements in the client's distribution pattern could enhance their supply chain and attain their cost savings objectives.

CASE STUDY OVERVIEW

The Client's Challenge:

Contain costs and improve overall supply chain performance.

Strategy:

Through analysis of the client's supply chain, identify opportunities to optimize their distribution pattern.

Solution:

Shipment consolidation and value added services in Asia, enabling transportation optimization and faster delivery to end customer.

Results:

Value added at both the origin and destination. Bottom-line savings exceed \$150,000 annually.



The Solution

The MIQ Logistics solution looked holistically at the client's distribution pattern. Prior to our involvement, the client used two major shipping lanes, Hong Kong to San Francisco and Singapore to San Francisco. The MIQ Logistics approach consolidates shipments at the Singapore warehouse, reducing the number of warehouses in Asia from two to one, while optimizing the mode of transportation. While in the Singapore warehouse, products are labeled for delivery to the end customer. This helps the client with its labor costs and allows shipments to bypass the U.S. distribution center. Containers arrive at the MIQ Logistics warehouse, located near the airport, where individual shipments are consolidated and distributed with 24 hours. Technology provides visibility to the individual shipments from the origin warehouse to the end customer.

The Results

The solution accomplishes the client's cost containment objects. Savings are realized through a reduction in the number of warehouses, transportation optimization, and decreases in the carrying costs associated with products in inventory. Supply chain velocity improves, with the end customer receiving shipments faster. Shipment visibility gives the client and the client's customers confidence in delivery schedules.

ABOUT MIQ LOGISTICS

MIQ Logistics, a global logistics management company, coordinates the movement of goods worldwide across multiple modes of the global supply chain. MIQ Logistics helps businesses automate and improve shipment planning, optimization, administration, and overall supply chain processes while connecting more efficiently with clients, their suppliers and the final consumer.

