

Distribution System Saves Wireless Provider Millions

Challenge

One of the nation's leading wireless providers wanted to consolidate the distribution of point-of-purchase (POP) materials and in-store marketing collateral for its 14,000 locations nationwide. The company worked with multiple print and logistics vendors but had no way to measure or forecast collateral needs at the store level. Furthermore, the stores themselves were overwhelmed by the sheer number of separate shipments they received each month.

Solution

Taylor began by conducting an in-depth analysis of store locations, ordering patterns and shipping costs. We quickly determined that the optimal solution involved a combination of multiple warehouses for distribution of in-store marketing collateral and a dedicated center to manage all point-of-purchase signage.

- Taylor's national network of distribution centers allows for the strategic selection of centers to minimize shipping costs and time en route. Our unique "wave" technology calculates the most efficient picking and packing to meet shipment timing needs.
- A dedicated POP center "pushes" signage on a weekly basis while our web-based technology integrates with the company's existing planogram system to "pull" replenishment orders.
- This same technology measures true collateral demand for each individual location and uses that forecast in each subsequent push of new collateral, minimizing reorder costs and obsolescence.

Results

Taylor's scalable national platform for distribution and fulfillment has paved the way for continued marketplace expansion by the client.



COST REDUCTION

The client is saving \$18 million annually on warehousing, freight and obsolescence costs.



SPEED TO MARKET

The time required to execute a national marketing push has dropped from 10 days to less than three days.



BUSINESS INSIGHTS

The client's marketing team now has the data necessary to orchestrate efficient, effective campaigns.