

Case Study:

DC RELOCATION SOLUTION

Visible Delivers Supply Chain Optimization for Private-Label LED Lighting Provider

THE CLIENT

Visible's client offers turnkey, private-label LED lighting solutions, including an expansive library of LED filaments and standard LED lights.

CHALLENGE

The company had been importing containers from China and shipping them from the West Coast to a distribution center (DC) in Dallas. Their goal was to reduce transit time and transportation spend, but they lacked the in-house logistics expertise to optimize their supply chain and sought a partner to help them achieve their desired results.

SOLUTION

Supply Chain Analysis & DC Relocation

After several months of providing import services and establishing itself as a reliable partner, Visible created a proposal for its client demonstrating how transporting containers to a DC on the West Coast instead of Dallas would reduce both transit time and overall spend. Visible had the 100,000-square-foot distribution operation up and running at its Seattle facility within 30 days of its customer accepting the relocation proposal.

Competitive Fixed-Rate Ocean Pricing

The client's former provider was able to offer only spot market rates on their ocean imports. Visible was able to supply a non-vessel operating common carrier (NVOCC) service agreement, or NSA, which secured the client competitive fixed-rate pricing with a minimum quantity commitment (MQC).

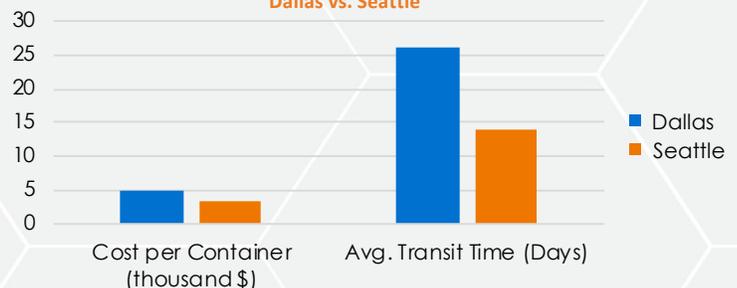
Integration & Reporting

Visible established EDI Integration with agents at origin to improve communication efficiency and created customized, scheduled reports for the client to monitor ACH payments, cost per unit, container locations and KPIs.

RESULTS

- The client saved **40%** per inbound ocean freight container and **13 days** transit time
- Relocating the customer's DC from Dallas to Seattle resulted in **\$2M in annual transportation savings**
- With Visible managing the distribution operation, the **order fill rate improved to more than 98%**

Cost & Transit Time Comparison
Dallas vs. Seattle



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