



# Supply & Demand Designs

Reverse logistics solutions - Tailor-made!

*Supply & Demand Designs / Case Study*

## The Company

A leading enterprise IT company delivering high tech solutions for businesses and private homes around the world. With one of the world's most complete portfolios.

## The Challenge

- Offer services such as collections in the whole of Scandinavia, transporting the defective products to a central European RMA center within maximum 4 days a requirement as well as the flow of replenishment stock.
- Daily feedback and follow up a requirement.
- Relieve pressure on the support department.
- A minimum performance level of 96%.

## The Solution

SDD established country receiving centers in each of the Scandinavian countries (Sweden, Norway, Denmark and Finland), resulting in:

- The solution made it possible performing domestic collections including unpacked IT equipment in the whole of Scandinavia the very next day after booking received, resulting in a maximum total lead time of 3 days, except for extreme remote areas.
- The total transportation costs were reduced drastically by combining international and domestic distribution.

- Implemented a domestic collections program with consolidation at country receiving centers resulting in improved efficiency.
- SDD Nordic introduced unique line haul management program resulting in efficiencies and cost reductions replenishing new products and returning defective units to and from the Scandinavian hubs and the European hubs.
- Access to SDD Nordic's unique web based IT system provided total visibility throughout the supply chain.

During the first month of operation SDD reached an overall performance of 98.4%.

By introducing a regional help desk, SDD Nordic supports all customers with their transportation inquiries and offer status feedback on a daily basis improving customer satisfaction.

For further information about this case study, please do not hesitate to contact us:

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