



SDD NORDIC
REVERSE LOGISTICS SOLUTIONS



Supply & Demand Designs Nordic / Case study

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The Company

A leading manufacturer of printing solutions for businesses and private homes.

The Challenge

- Offer a total logistics solution, transporting products from the Far East via a central European distribution center with delivery to the ultimate end-customers in the Nordic countries (Finland, Sweden, Norway and Denmark) and a return of the defective units to a central European repair center.
- The solution to be focused on efficiency improvements in the distribution network.
- Provide daily web based feedback a requirement.

The Solution

- SDD Nordic created a Boomerang solution (reverse and forward logistics in one).
- Established a central European distribution center in The Netherlands and country hubs in each country offering distribution and swap services throughout the region.
- Total transportation costs were reduced by optimizing the carrier selection on the ocean transport ex the Far East to Europe and optimizing domestic distribution and the inter-european linehauls.
- Lead times were reduced performing delivery, collection and swap services to/from the end-customers in all Nordic countries the very next day after order receipt.
- The implementation of a combination between Simple and True swap services, delivery of new/refurbished products and collection of defective units with the same driver or alternatively with two separate drivers resulted in improved customer satisfaction and reduced total transportation costs.
- SDD Nordic's proprietary web based IT system provided total visibility throughout the supply chain.

During the first month of operation SDD Nordic reached an overall performance of 98.9%.

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

For further information about this case study, please do not hesitate to contract us, info@sddnordic.com