



SDD NORDIC
REVERSE LOGISTICS SOLUTIONS



Supply & Demand Designs Nordic / Case study

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The Company

A world leading manufacturer of projectors and monitors.

The Challenge

- Offer a total logistics solution performing transports of products from a central European hub with delivery to end-customers located in Russia and Eastern Europe.
- Make efficiency improvements to the distribution setup eliminating waiting time at the Russian border and ensure on time delivery at all times to customers in Russia and Eastern Europe.
- Reduce overall costs in the total logistics solution.
- Provide daily feedback in a web based IT system.

The Solution

- SDD Nordic established a European central hub in The Netherlands and offered a logistics solution combining ocean and road transport to the end-customers located in Russia and Eastern Europe.
- The transportation times for the LTL shipments were reduced by a third.
- During the implementation period SDD Nordic successfully eliminated the waiting time at the Russian border.
- The total transportation costs were reduced by optimizing the carrier selection on the ocean and road transport.
- SDD Nordic's unique web based IT system provided total visibility from door to door.

During the first month of operation SDD Nordic reached an overall performance of 99.9%.

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