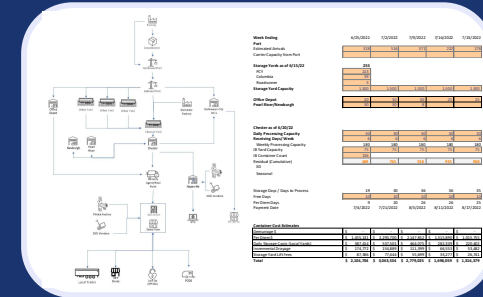


# Supply Chain Command Center: Planning and Execution

## Client

A \$2B party goods retailer facing severe supply chain disruptions ahead of peak season

## Case Study



## Challenge

The client's supply chain was in crisis, with imported containers piling up at ports and storage yards, leading to millions in penalties and severe congestion.

- Their main distribution center was over capacity, delaying critical inventory and increasing the risk of stockouts during peak season.
- Port and storage yard fees were escalating, with no clear prioritization framework to manage container flow efficiently.
- A lack of coordination across merchandise planning, inventory management, and supply chain analytics made it difficult to respond quickly

## Approach

- **Quick Response Team** – Assembled cross-functional experts in merchandise planning, inventory management, and supply chain analytics to resolve bottlenecks
- **Financial Modeling** – Built a data-driven model to assess the impact of various inventory deployment strategies and minimize penalties.
- **Inventory Flow Optimization** – Designed a prioritization system to direct inbound containers efficiently, reducing congestion and accelerating distribution
- **Maximizing Capacity** – Streamlined demand in inventory systems to optimize storage and processing capabilities, ensuring faster throughput

## Impact

- ✓ **Safeguarded Peak-Season Sales** – Ensured critical inventory was processed and available in time for key selling periods
- ✓ **Avoided \$14M in Storage & Penalty Fees** – Strategic container management reduced demurrage, per diem, and drayage costs
- ✓ **Reduced Port & DC Congestion** – Streamlined inbound logistics, clearing backlogs, and optimizing processing capacity
- ✓ **Enabled Faster, Smarter Decision-Making** – Implemented real-time supply chain monitoring for proactive issue resolution