



The Supply Chain Results Company™

Increasing Customer Satisfaction at DSC Logistics

Through its implementation of i2 Transportation Modeler™ and i2 Transportation Planner™, DSC Logistics has replaced its manual order-fulfillment system, enabling greater customer service, lower freight costs, and a larger customer base.

With the ever-increasing velocity of business, transportation and logistics providers must continue to find new ways to meet the accelerating requirements of their customers. And, while accelerating transportation operations have become more of a priority for logistics providers' customers, reliability and cost reduction remain as vital as ever.

With more than 40 years of experience in the transportation business, DSC Logistics is no stranger to customer requirements for increased speed, reliable delivery, and reduced freight costs.

DSC Logistics bases its operations on a philosophy called "sense-and-respond." This philosophy is focused on identifying and understanding customers' needs, and quickly meeting those requirements.

Executives at DSC Logistics recognized that in order to meet the objectives of the sense-and-respond philosophy, the company's value chain needed to match their commitment to customer service.

That proved to be difficult because the company's supply chain management systems were outdated and limited in their capabilities.



Challenges

- Add speed and efficiency to order-fulfillment system
- Keep pace with customers' technology requirements
- Integrate regional-based load planning and logistics

Solutions

- Automate the order management process
- Centralize planning and logistics functions
- Reduce inefficiencies in warehouse

Results

- Increased cost savings for customers
- Spur company growth through reduced resource deployment
- Gain more and larger customers

Company Description

One of the largest privately owned, third-party logistics organizations in the United States, **DSC Logistics** provides services including transportation, warehousing, packaging, e-fulfillment, operations-based consulting, and other knowledge-based services.

“Before i2, we had homegrown systems. We had tools that allowed our users to manually link up multiple orders and combine them in a single truck. The i2 solution does this in an automated fashion. We send anywhere from 50 to 100 to 500 orders down to Transportation Planner. It will come back and give us a solution that will be cost-effective.”

*—Paul Brand
Senior Manager, Information Technology
DSC Logistics*



“We had been using the same systems for a number of years, and we were looking to expand our capabilities beyond what we were currently able to do in-house,” said Paul Brand, DSC Logistics’ Senior Manager, Information Technology. “Our customers continue to push us to help them meet their objectives, so we need to always stay ahead of where they are from a technology perspective.”

DSC Logistics realized it needed to embark on a value chain engineering initiative to maintain superior levels of customer service. This initiative had two primary goals: to automate the company’s time-consuming manual order-fulfillment system and to centralize DSC’s planning and logistics functions, which were operating in seven regions across the United States.

Why i2?

DSC Logistics began researching supply chain solution providers with increasing customer satisfaction as the primary driver.

“We were looking for a software company that could help move us toward the future and continually provide new features within our software to help us meet our customer objectives,” Brand said.

The company found that i2 was the technology leader with both the functionality depth and the operating platform breadth that it was looking for.

“When we went out to look for packages, the i2 solution had the most depth of functionality compared to other vendors,” Brand said. “When we looked at i2 from a technology perspective, it had multi-platform capabilities. At that time, i2 was migrating to client server, graphical user interfaces—technology of that Web-based nature—and those were the things we were looking for.”

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i2 Supply Chain Management™ synchronizes all critical transportation business processes, resulting in optimal cost and service performance, and addresses three key drivers in the transportation industry: lower operational costs, improved asset utilization, and improved customer service levels.

i2's Contribution

DSC Logistics implemented i2 Transportation Planner, i2 Transportation Manager,™ and i2 Transportation Modeler. After the Transportation Planner implementation was complete throughout the organization, the company implemented Transportation Planner on a national level, with the load planning and logistics functions centralized at DSC Logistics' national service center in Chicago.

The company was quickly using i2 solutions in conjunction with its existing carrier network to help customers find the best logistics solution available.

“Customers send us their orders. We then utilize Transportation Planner to come up with multi-stop truckloads and select carriers,” Brand said. “Then Transportation Manager is used on the execution side, managing the different payments, the order management delivery status, and appointment statuses, and that information is provided back to our customer.”

i2 solutions have enabled DSC Logistics to move from a time-consuming, manual order-management system to a more efficient automated one.

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DSC Logistics' Results

Through its i2 implementation, DSC Logistics created a hub for all of its planning and logistics functions at its national service center. Centralizing these processes has enabled DSC Logistics to redirect resources for optimized business expansion.

"The national service center provides the ability to actually expand and grow and not to have to deploy resources at each individual region," Brand said. "It centralizes the functions of carrier management, freight payments, customer invoicing, load optimization, load building, carrier compliance, and the coordination of order statuses with our customers."

As a third-party logistics provider, DSC Logistics offers substantial cost savings to mid-sized customers by leveraging their freight with that of its other customers. Transportation Modeler, Transportation Planner, and Transportation Manager, are adding efficiency and velocity to the load-planning process, enabling DSC Logistics to deliver even more value to its customers.

"The i2 products are helping us in providing the leastcost solutions by combining multiple orders to go out on a single truck," Brand said. "They have also removed inefficiencies in our warehouse operations. We can now load to a single truck versus having to bring in multiple carriers."

That increased efficiency across the board has allowed DSC Logistics to grow its business, while remaining focused on customer service.

"The i2 solutions have helped us become a high-velocity business by allowing us to expand our operation, bring on more customers—larger customers—and utilize automated tools," Brand said.



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