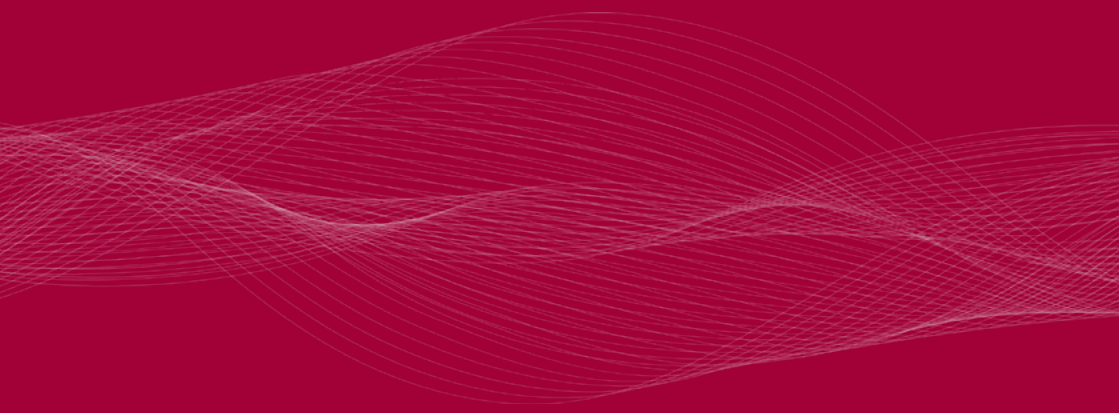


Global Publishing Logistics Solution

CASE STUDY



When one of the largest publishing houses in the world came to WTA to improve their shipping processes, our specialist team were only too happy to comply. With an annual freight spend in the millions of pounds, the client was able to save £1 million over a 12 month period through the innovative, customised solutions that delivered their products on time and to budget.



About the Client

This client is one of the largest publishing houses in the world. With highly complex supply chain requirements with their goods being sent all over the world, they boasted an annual freight spend of £5 million in the UK alone.

However, they were looking to streamline their processes, improving both their productivity and profit margins.



The Challenge

Previously, the client had left their printers to arrange freight, resulting in multiple LCL shipments arriving on a regular basis to the UK DC - as well as their client's DC's all over the globe.

The Production department never had visibility over their Purchase Orders during the shipping process. Obtaining any information involved sending a large amount of emails to many different parties. This slowed the process down substantially, resulting in a lengthy and overly complicated supply chain.



How We Helped

After handling a number of small areas of the client's business for several years, WTA conducted a freight audit to determine the efficiency of their supply chain. This audit concluded that WTA could save them £1 million over a 12 month period.

WTA was able to achieve £1 million over 12 months in savings, carrying it forwards year after year. By designing a customised Order Management System, we streamlined the tracking requirements of the Production department.

As more of the client's business needs were overseen by WTA, volumes increased substantially.



How Did We Do It?

Our fully customisable services allowed us to tailor-make a solution that was an exact fit to their needs. Our dedicated team worked solely on behalf of the client, gaining the best results for them.

We developed a strong EDI link between the Publisher's in-house system and our supply chain software, WTA Assist. This allowed overseas suppliers to feed information via

WTA Assist into the client's system. It also allowed for the automation of invoicing.

We also created a specialised freight calculator for our client, enabling the Production and Sales teams to obtain specific unit costs at a singular item level, months in advance of shipment.

Our team worked tirelessly to improve the Key Performance Indicators that were agreed upon by the client and implemented by WTA. Through our dedication to the client's goals, we were able to reduce DC costs through managing the delivery of pallets at our warehouse to the start of the following month.

Bespoke reports were also created for our client to give them greater visibility into their operations. These included:

- A destination report so that the DC could instantly view everything due to arrive within a set date range - all from container level to individual item level.
- An annual CO2 report that demonstrated reducing CO2 emissions through improved container utilisation.
- Customised reports based on information contained within WTA Assist

Service level agreements were put in place for our client, and we performed biannual shipping presentations to their Production and Sales departments to improve the level and quality of communication. We also conducted regular port tours, giving the opportunity for our client to better understand the logistics involved and to build up face-to-face time with the WTA team.

Through our concise, consistent communication and regular on-site visits, we were able to build a solid relationship with the client's key overseas suppliers.



How Does This Help You?

At WTA, our global logistics experts are completely committed to improving your import/export endeavours. Through our bespoke services and dedication to you, we are able to help your business to reach and exceed its goals.

We go above and beyond to ensure that your business is as efficient as it can be, increasing your profit margins and the reliability of deliveries in the process.

Would you like to learn more about what a customised, first-class logistics solution could do for your business? If so, request a quote, or contact Martin Watts to book a Supply Chain Audit today.



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