



CO-CREATION: CUSTOMIZED APPLICATIONS FOR REAL-LIFE BUSINESS CHALLENGES

Franchisee and distributor visibility application

CASE STUDY

The challenge



Our customer was planning to expand into new markets by setting up partner agreements with franchisees. Unfortunately, this new supply chain model also created inefficiencies, miscommunication, lack of visibility and hence, control. It was in the customers' interest to receive more standardized visibility across franchisees, streamline communication with these franchisees and gain visibility on when cargo was being delivered to franchisees. At the same time, the franchisees also wanted to have more control over the sample program and restricted items, as well as to receive proactive notifications when incidents occurred. More specifically, the franchisees needed to receive timely and accurate information on the status of their cargo. With these requirements in mind, the customer invited Damco to come up with a solution.

The solution



Damco proposed the development of a handy, accessible application that would provide the franchisees with: shipment information, carrier update events via EDI or via the app. Over the course of a 9-week co-creation process with the customer, we developed a platform tailored to address and solve the customer's challenges. The platform allows the franchisee to update the last-mile status via the app while the franchisee and customer can communicate about samples. As a result, this Franchisee Visibility App ensures that the customer now has:

- Enhanced global cargo visibility, with a drill down to containers, Stock Keeping Units (SKU), Customer and Franchise orders
- Proactive notifications, based on what is of key importance to them
- Better alignment between all parties involved, with the customer, franchisee, Logistics Service Providers (LSP) and Damco all communicating through the same platform

The result



Damco simplified and rejuvenated the customer's supply chain by introducing a customized digital solution that addresses the specific challenges faced by each party. This led to a number of important benefits for the customer including:

- Improved customer satisfaction
- Improved on time deliveries, due to proactive warnings enabling involved parties to act quickly and,
- Easier management with a user-friendly interface allowing everyone to access the latest information across all devices

The customer



The customer is a U.S. based company that sells kitchenware and home furnishings. The company operates more than 600 retail stores internationally under a portfolio of brands. It is also one of the largest e-commerce retailers in the U.S. and one of the biggest multi-channel specialty retailers in the world.

About Damco

Damco is at the forefront of developing innovative supply chain solutions. We fuse our global network and depth of expertise with pioneering digital innovations to enable our customers to stay ahead. Our vision is to connect and simplify supply chains across the globe.

We are experts in the field of complex, rapidly changing markets such as Fashion, Retail, Chemical, FMCG and Technology. With a presence in over 100 countries, employing more than 10,000 people worldwide, we combine global reach with depth of local understanding. In 2017 we reached a turnover of 2.7 billion US dollars, managed 664 thousand TEUs (twenty-foot equivalent units) of ocean freight and 206 thousand tons of air freight.

We are proud to be a part of A.P. Moller – Maersk.