



High-Tech

Partnership With Kuehne + Nagel Helps Office Equipment Company Compete in Dynamic Market

Based on proven performance, manufacturer recommended Kuehne + Nagel to sister organization

SITUATION

In today's business environment, waiting hours, never mind days, to receive a new copier or repaired fax machine can create havoc in the workplace. Businesses faced with dissatisfied customers and piles of paperwork will often remain loyal to suppliers who can deliver the right equipment or spare part to their door as fast as possible.

A leading office-equipment manufacturer understands that on-time delivery of quality products is a competitive advantage in its industry. It's the main reason why the corporation engaged Kuehne + Nagel to streamline its finished good and parts distribution in 1987. (NOTE: The contract originated with then Kuehne + Nagel subsidiary, USCO Logistics.) The partnership, which began with management of the manufacturer's Cerritos, CA, warehouse, remained steadfast through many changes, including corporate mergers and the consolidation of 12 company facilities into three Kuehne + Nagel multi-client warehouses.

SOLUTION

Kuehne + Nagel solution evolved to distribution of products (copiers, printers, paper, etc.) from its multi-client facilities in Ontario, CA, and Memphis, TN. Each day, the manufacturer's dealer network would send orders to the Kuehne + Nagel facilities, where they are designated by region, picked and packed, and, in most cases, shipped same day.

Together, the Kuehne + Nagel locations managed an average of 150 orders daily, pulling from a base of 750 SKUs in 118,000 square feet of warehouse space. In addition, the Ontario facility stored 26,000 SKUs of spare parts and processes 275 daily orders.

RESULTS

Delivering orders on time was just one benefit of the long-term partnership. Over the years, the manufacturer's reliance in Kuehne + Nagel's resources and expertise enabled the corporation to focus on what it does best: Creating and marketing new products.

A big advantage of working with Kuehne + Nagel was the ability to reach a new market quickly and easily by leveraging its nationwide warehouse network.

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