

# Case Study: Brand & Image Conversion

## SCL 800.833.1766



*Specialized Supply Chain Solutions*

### **Challenge:**

- With mergers, new identities, and market share strategies, a surge in brand and image conversion for storefronts and offices is occurring cross all industry and geographical boundaries. Managing orders and shipments can quickly become out-of-sync with both time and budget.

### **Goal:**

- Implement a better strategy and method to de-fragment and streamline the brand conversion process. A successful solution considers time, cost, location, and flexibility of completing the conversion process from the placement of the order, warehousing the necessary stock, and delivering on time and complete as products are needed to meet construction schedules.

### **Solution:**

- STI operates a network of distribution centers (DC) that perform as regional stocking centers allowing for order merges across the United States and Canada. These DCs in combination with STI's inventory and transportation technologies provide tracking capabilities for brand conversion customers to gain greater control over the costs and time required for successful transitions. The process will eliminate errors in communication and inventory management thereby improving the time, cost, and flexibility factors of implementing the conversion process.



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### **Results:**

Upon the merger of two companies into a leading provider of energy, its market research resulted with the introduction of the company's new brand identity requiring 12,000 retailers in the United States to receive the new brand over the course of four years.

Stock at each regional stocking center was placed, containing only those SKUs set up for the stocking program with web visibility and appropriate security.

Alerts automatically were sent to the DC or merge center of the outbound order. Bulk stock items and supplier custom parts were shipped and merged for outbound delivery coordinated by STI.

The hub-and-spoke strategy, combined with STI technology, successfully coordinated and managed all inventory supplies, merged products, and transportation services from suppliers to the merge center and to the final installation location eliminating potentially fragmented or incomplete orders



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L O G I S T I C S

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