



# Global Electronics Retailer

AFS Services: Transportation Management

## ABOUT THE CUSTOMER

This global retailer of multichannel video games, pop culture collectibles, consumer electronics and wireless services began utilizing AFS Intel, a powerful enterprise analytics tool, to support their e-commerce and retail operations. With over 7,200 stores in 14 countries across Europe, Canada, Australia and the United States, the retailer's increasingly complex supply chain had outgrown their logistics capabilities.

## CHALLENGES

The retailer needed greater visibility on controlling transportation costs, preventing overruns and protecting against rate increases—both foreseen and unforeseen. They also needed to ensure their margins remained stable, allowing them to compete in what is steadily becoming a more and more competitive market. Additionally, the retailer needed integrated analytics tools to maintain ordering and shipping standardization across their supply chain.

## SOLUTIONS

AFS Intel integrated seamlessly into the retailer's existing technology platforms to provide individualized services down to SKU-level detail on individual items. AFS Intel was also integrated with the retailer's Enterprise Resource Planning platform—enabling AFS Intel to map back to freight costs and separate items by SKUs, GL coding and optimized box sizes. AFS also provided experience-based advice on rate optimization and rate increase mitigation. AFS conducted service and rate audits and offered detailed, weekly reporting that provides item-level visibility on shipping costs, including accessorial charges and any fluctuation in rates or variance that may negatively affect the retailer's bottom line.

## RESULTS

AFS Intel supported the retailer's global fulfillment strategy by managing costs down to the individual SKU level, which led to a transportation savings of over \$1 million in the first two years. Investing in the well-established AFS Intel tool was more economical than if the retailer had created their own system.



**\$1 MILLION**  
IN TRANSPORTATION  
SAVINGS OVER TWO YEARS



**SAVINGS**  
BY INVESTING IN  
AFS INTEL ENTERPRISE  
ANALYTICS TOOL